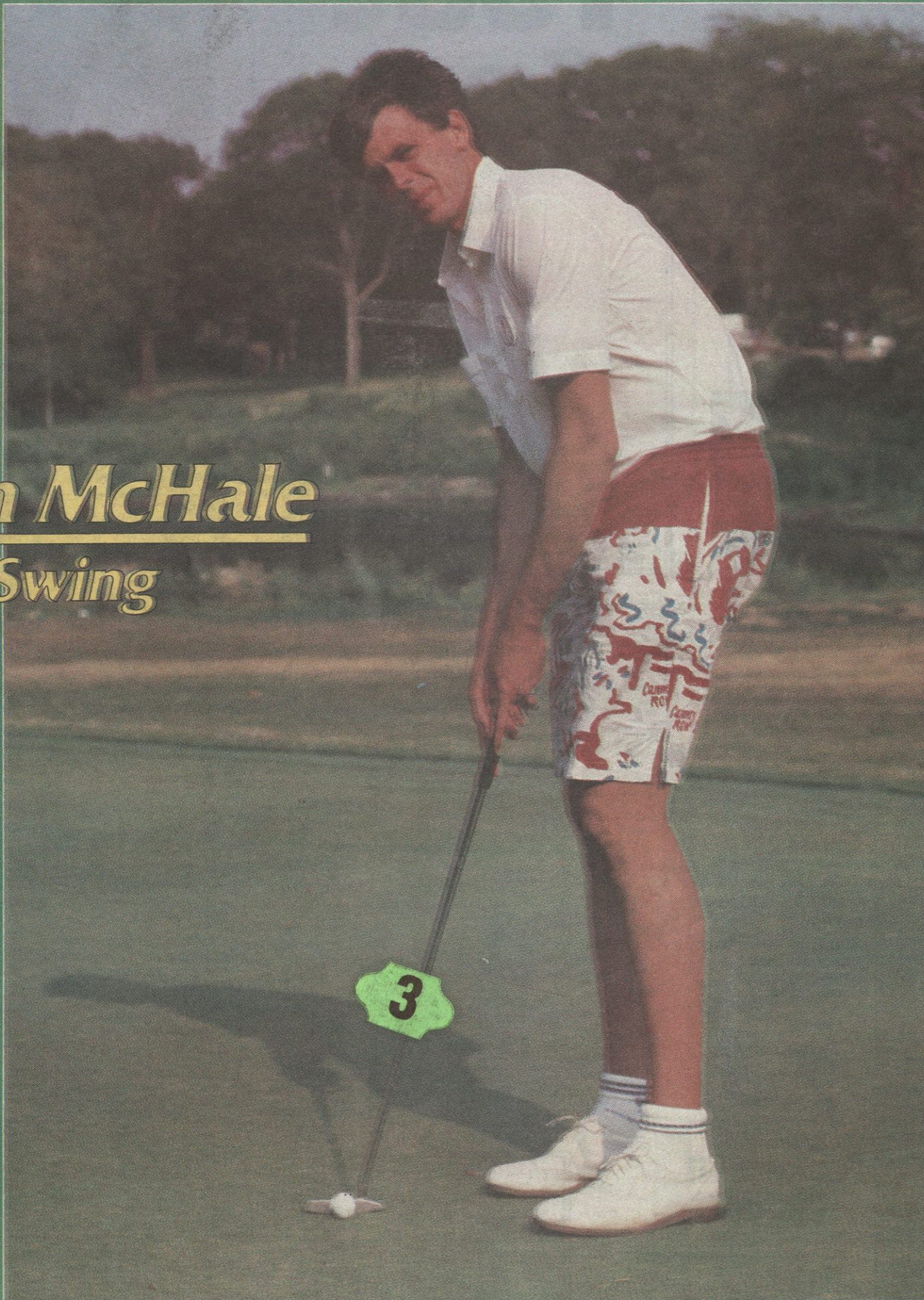


BOSTON CELTICS PRIDE



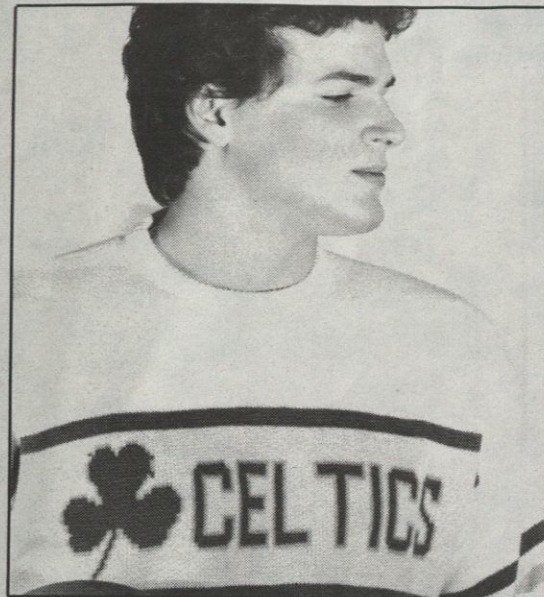
Volume 3, Issue 18
August 31, 1988
\$3.00

Kevin McHale *In the Swing*



At Home With Dennis Johnson

Show 'em who you root for!



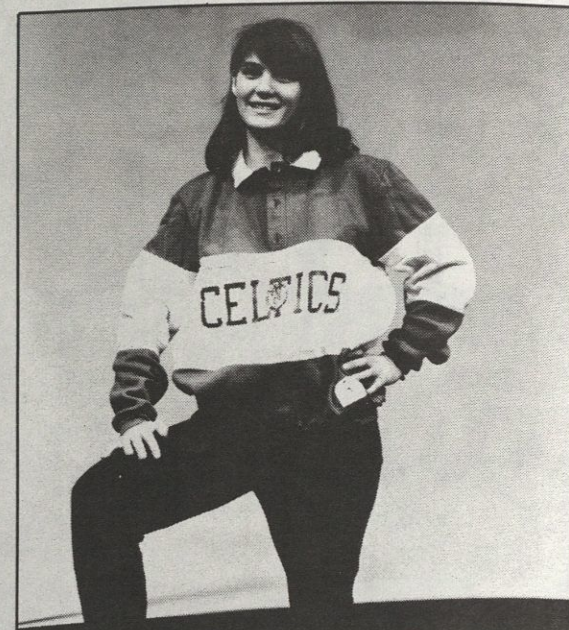
Available in S, M, L & XL

Celtics Sweater

This sharp looking, blended wool sweater makes everyone look like an athlete. White with green.

only \$69⁹⁵

↑ 260



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Celtics Rugby Shirt

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only \$36⁹⁵

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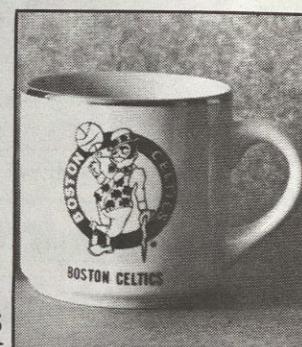


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Coffee Mug

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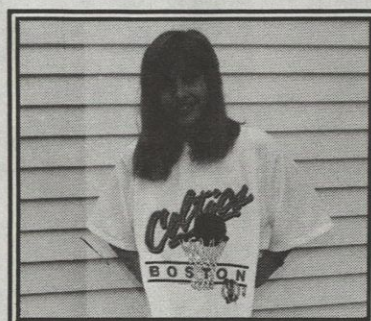


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255

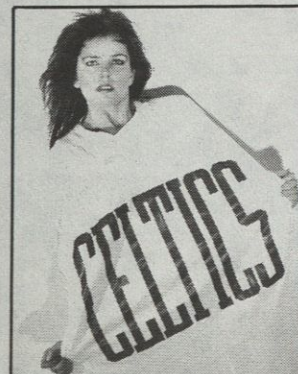


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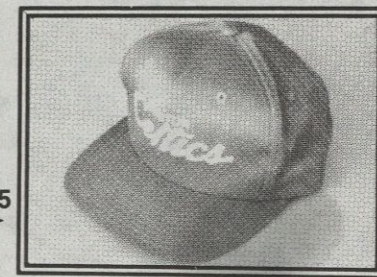


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only \$24⁰⁰

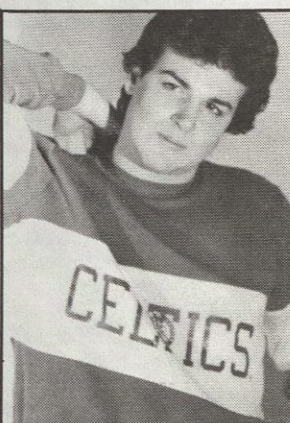
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235



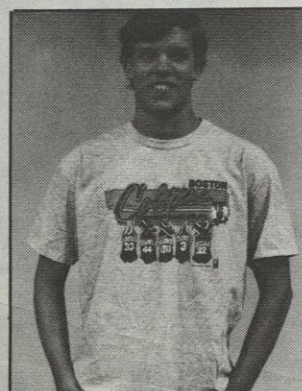
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210

Available in S, M, L & XL

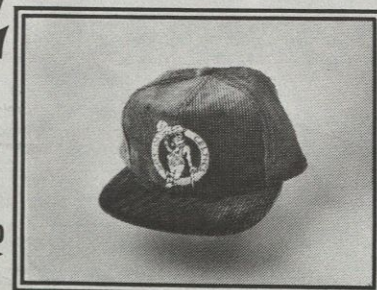


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← 245



240

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205

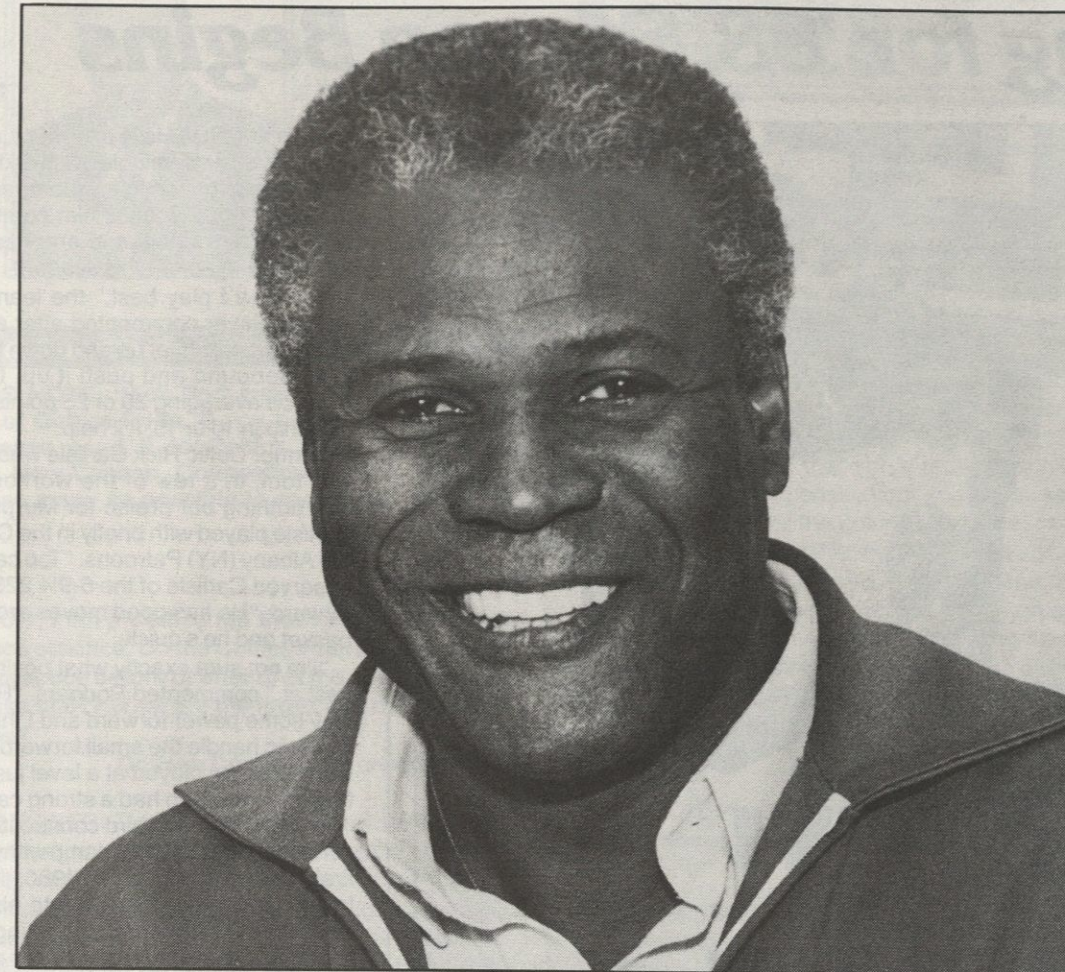


Available in S, M, L & XL

To order these and other items, fill out form on p. 23 — Allow 4-6 weeks for delivery.

BOSTON CELTICS PRIDE

A Tribute to a Champion



K.C. Jones: Honored for the Benefit of the Jimmy Fund.

On Friday, September 23, 1988 at 7 pm, "A Tribute to a Champion...K.C. Jones", sponsored by New Hampshire's Burger Kings, will be held at the Holiday Inn/Center of New Hampshire in Manchester to benefit the Jimmy Fund and the Dana-Farber Cancer Institute.

One of the most successful coaches in Boston Celtics history, K.C. will be honored for his suc-

cessful athletic career, his outstanding coaching career, and his countless humanitarian contributions.

Master of Ceremonies is Tom Heinsohn, former Celtic player, coach and present SportsChannel commentator. Invited guests include Larry Bird, Magic Johnson, Robert Parish, Bill Russell, Bobby Orr, Oscar Robertson and others.

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PUBLISHER:

Porter C. McKinnon
Weston Communications
49 Locust Avenue
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(203) 966-6092

Executive Editor:
Tod Rosensweig

Managing Editor:
Porter McKinnon

Associate Editor:
Robert Schron

Advertising Director:
Mark Lev
(617) 523-6050

Production Director:
Mark Drefs

Customer Service:
Sherry Davis
(203) 966-6092

Staff Photographer:
Steve Lipofsky

Contributing Photographer:
Moir Mills

Contributing Writers:

Red Auerbach
M.L. Carr
Eddie Gillooly
K.C. Jones
Mark Drefs
Glenn Ordway
Jim Rudicio

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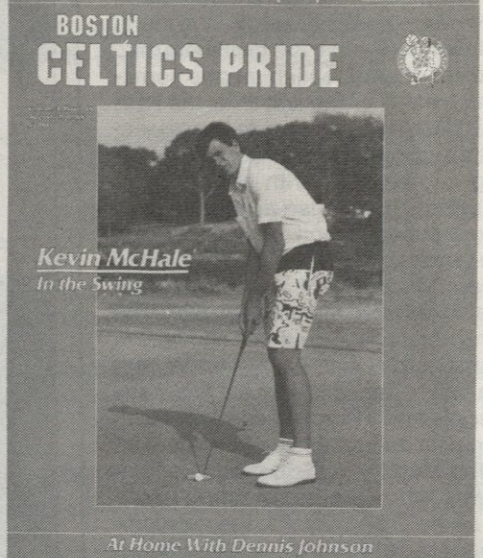
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VOLUME 3, ISSUE 18,
NUMBER 58
AUGUST 31, 1988

Cover...

Kevin McHale's 2nd Annual Golf Tournament, benefitting Special Olympics, was held in Cape Cod recently and brought rave reviews from all who participated. Cover Photography by Steve Lipofsky.

Celtics Rookie Camp Report



At Home With Dennis Johnson

Features...

4 Groundbreaking for '88

Jimmy Rodgers and staff held their first rookie camp and the returns are favorable. 2nd year players Reggie Lewis and Mark Acres impressed as well as 3rd round draft choice Gerald Paddio.

8 A Debut of Sorts

With only an hour to prepare his squad, Celtics head coach Jimmy Rodgers made his coaching debut vs. the 1988 Olympians.

15 At Home With Dennis Johnson

Looking forward to the upcoming season, Dennis Johnson and family recently spent some time with writer Bob Schron.

20 The Kevin McHale Tourney

Gathering for-flung stars in sports as varied as hockey, pro-wrestling and of course, pro basketball, Kevin McHale hosted his annual golf tournament for Celtics fans and sponsors.

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AUGUST 31, 1988

Paddio, Lewis and Acres Impressive in Rookie Camp

Groundbreaking for '88 Season Begins

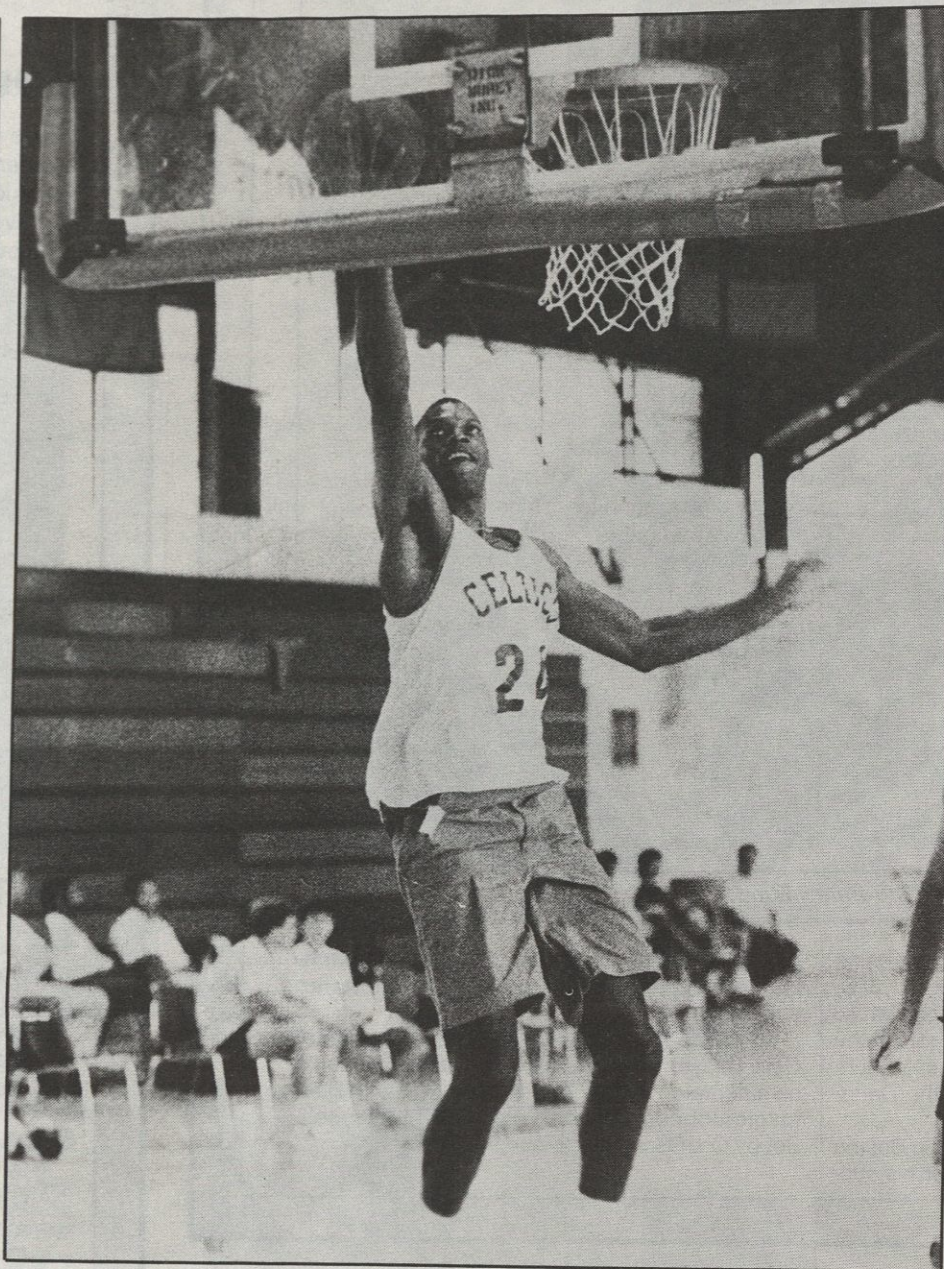
By Bob Schron

The Celtics' Rookie Camp was held at Brandeis University in Waltham, outside of Boston earlier this month and despite searing heat in the gym due the heat wave this summer, the results were very pleasing to Jimmy Rodgers, new Coach of the team.

"I think we saw a lot of very pleasing things out there," Rodgers commented after the camp had concluded. "We found out that Gerald Paddio is a legitimate third round draft choice, which means something this year (For the first time, the NBA cut their draft to three rounds in conjunction with terms of the new collective bargaining agreement with the Players Association). I was also appreciative of the effort our returning players put out. Reggie Lewis came into this camp playing with the confidence of a veteran. Mark Acres also handled himself very well. The returning veterans played with know-how; in a camp such as this, it's hard to construct a solid offense. There are too many new people and there isn't enough time."

Along with an impressive free agent invitee, Tod Murphy, a 1986 graduate from Cal-Irvine who was the Most Valuable Player of the CBA playoffs, the newcomers Rodgers referred to included some outstanding collegiates, both from local colleges and elsewhere: Rumeal Robinson of Michigan, Cliff Robinson of the University of Connecticut, Dana Barros of Boston College, Tim Legler of LaSalle, Mouse McFadden of Cleveland State and Eddie Bird of Indiana State. Bird of course is an important story for Celtic fans. Bird is the brother of Larry Bird, the Celtics' superstar who has been the cornerstone of this franchise for the past ten years. The younger Bird played impressively in the scrimmages although the footpastes he is attempting to track are rather large.

The camp was as distinguished in some ways by who was not here as who did in fact appear. Missing from the camp were first round draft choice Brian Shaw, who was in the Olympic Camp as well as Celtic players who were free agents at the time of the camp, Brad Lohaus, the team's second-year seven-foot power forward and Dirk Minniefeld, the point guard whose play tailed off at the end of last sea-



Gerald Paddio: Constantly Working

son after an impressive start. "I would have preferred that Brad be here," admitted Rodgers. "But that's a business decision and it's part of the business."

"I think Brad would have been better off being here," commented General Man-

ager Jan Volk after the Monday afternoon workout. "Any time he can play and be in a situation where we're able to see him and work with him is a plus."

Both men knew, however, that Lohaus, like Lewis, would be playing for Rodgers and Assistant Coaches Chris Ford and Lannie Van Eman in the United States Olympic Team vs. The NBA the following week. Lohaus did play and had some impressive moments in the All-Star game.

Meanwhile, Paddio played very impressively in the camp. Thought by some to be exclusively a shooter, Paddio refuted this opinion by playing aggressive defense, a determined running game, and he did these things with intelligence. Paddio showed a firm grasp of the team game, helping out on the defensive end and playing good position ball underneath both boards. He has worked on his ball-handling since the end of the Nevada-Las Vegas season and this work evidently paid off. Paddio could play guard in the league, if the forward minutes were unavailable. And they might well be on a Celtics' team that has probably the best big man attack in the game, with Bird, Kevin McHale, Robert Parish and Lohaus, Acres and in all likelihood, Bill Walton. Paddio averaged 19.4 ppg last season, a 6.3 ppg jump from his junior

season at UNLV. He is a former junior college player, at Seminole JC in Oklahoma, and his experience in a wide open attack at both schools makes him comfortable with Rodgers's hopes to emphasize the running game more this season.

"It's how I play best," the lean, good-looking player commented after an afternoon workout. "Get up and down the floor fast. Rebound and push it up. I know I won't be averaging 20 or 25 points, but if I can chip in 10 or 15, it'll help."

Former Celtic Rick Carlisle was in town and took in a few of the workouts and had nothing but praise for Murphy, who Carlisle played with briefly in the CBA with the Albany (NY) Patrons. "Tod can play," observed Carlisle of the 6-9½ 220-pound forward. "He has good moves around the basket and he's quick."

"I'm not sure exactly what position he's best at," commented Rodgers. "He could play some power forward and I think, too, he could handle the small forward spot as well." Murphy played at a level just below that of Acres, who had a strong camp.

This marked the third consecutive season the Celtics had this camp without their first round draft choice. In 1986, the team lost blue chipper Len Bias to his tragic death. Last season, the signing moratorium set up as part of the labor negotiations between Management and the Players' Association forced Lewis into a spectator's perch and this year Shaw also was absent.

A fascinating aspect of the rookie camp, continued to be the Red Auerbach Basketball School. The college crop brought in outstanding college age players, who work as counselors at the camp, such as Robinson of Michigan and Robinson of Connecticut. Both should be All-American timber this season. As well, the renowned Mouse McFadden lived up to his advanced billing: a diminutive point guard who was able to create positive results nearly every possession, whether through penetration or with uncanny in-your-face jumpers. At 5-10, the younger Bird also drew much interest, brought here on the joint advice of Larry Bird and Auerbach. That's a powerful influence, so Bird came.

"I really wasn't playing that much this summer," he told the Boston dailies. "So I'm happy I'm here. It gives me a chance to test myself against strong competition. But I still need the conditioning. After the first day, I felt a little slow. Red told me I needed to work a little more on moving without the ball."

There was fanfare surrounding Bird's presence in camp and it was something Rodgers tried to keep in correct perspective. "I don't think the kid should have that kind of pressure put on him. People have a tendency to say that he's Larry's brother, but he's Eddie Bird and he has his own identity."

The team left open the number of players they would invite back to the Veteran's Camp, which opens in early October. Other impressive free agents included Marty Simmons of Evansville and Carlton Owens of the University of Rhode Island.

"We don't go into camp with a set number (that we invite back)," commented Rodgers. "It's a matter of waiting to see how the camp develops and who takes advantage of their opportunities."



By Red Auerbach

EDITORS NOTE: "Ask Red Auerbach" is a regular feature of Celtics Pride. If you have a question for Red, please send it to Celtics Pride, 49 Locust Avenue, New Canaan, Connecticut 06840. Red will answer as many as possible in each issue.

QUESTION: I am a Celtics fan that would like to see the Celtics practice. Do the Celtics veterans start pre-season practice before or after or at the same time the draft picks start? What are the times and dates of the practices?

Colleen Connors, Monroeville, PA.

RED'S ANSWER: The National Basketball Association has a rule that prohibits the teams from starting practices any earlier than 28 days before their first regular-season game. Since our first game of the 1988-89 season will be Friday, November 4th (when we take on the New York Knicks at home), we can't begin our training camp until Friday, October 7th. On that day, we hold a Media Day, at which we take our official photos of the players and we give the media their first opportunity to meet with and interview the players. The next day, workouts begin. Those workouts, like all of our practices during the season, are closed to the public. We do invite the media to attend. So, I'm sorry to tell you, Colleen, that you will have to settle for seeing the Celtics in *Celtics Pride* or at our games, because our practices are not open for fans to attend.

QUESTION: In all seriousness, what chances do you think the Celtics have of winning another championship this year, considering what happened against Detroit last year, and their age factor. Do you think the younger guys can contribute a lot more this year?

Jean Bradley, West Roxbury, MA.

RED'S ANSWER: I believe that our chances of winning the championship next year are very good, just as I've believed that for the past eight years. You've got to understand that our loss last year to Detroit, disappointing as it was, was not the end of the world for us. We've lost playoff series before, and we'll lose them again. It's not as if we weren't competitive in the league or anything like that. Had a couple of things been different — had Larry shot better, or a couple of guys had not been slowed by injury, we would certainly have beaten the Pistons. It's no disgrace to lose in the Conference Finals. Our problem is that our performance of the previous four years, when we were in the Finals each year, raised our level of expectation so high that all of us felt crushed when we weren't able to achieve our goals. The important thing now is not to panic. We have as good a core of players as any team in the league, and I don't believe the media hype about their "advanced age". These guys can still play basketball as well as anybody, and we just need to be sure that they are a little more rested when we hit the peak time in the playoffs. Toward that end, and to answer the second part of your question, Jimmy Rodgers intends to utilize the younger players on the team more extensively than we have done in the past. That will accomplish the dual purpose of uniting the team in a broader effort and resting the starters.

ASK RED

QUESTION: Are new basketballs used for each game?

Denny Sternberg, Sacramento, Calif.

RED'S ANSWER: No, not at all. In fact, new balls are never used in a game. At the start of each season, the NBA sends us several dozen Spalding basketballs with "Boston Celtics" burned into them, and we use just those balls for the entire season. Before a ball gets used in a game, we practice with it for at least a month or so. When the balls first come to us, they are orange in color, not at all the brown shade that you'd recognize NBA teams using. The pounding on the floor and the sweat from the players' hands turns the color of the balls, over time, to that darker shade. Another interesting fact about the balls is that only one ball is used for each game. Before the game starts, each team's captain agrees on a ball to be used for that game, and that is the only ball used during the course of the game. At half-time, one of the officials marks the ball and hands it to one of our scoring crew, who protects it from fans and players alike until the second half begins.

QUESTION: Please let me know if there are any books in print about the Celtics teams or individual players.

Harold Smith

RED'S ANSWER: There have been quite a number of books written either about the team or individual players, or written by them. Most notable are the works of that estimable wordsmith, Arnold Auerbach, who has written two books on his favorite subject — himself — and one instructional book. In all seriousness, though, there has been a library full of good books written by and about the Celtics. The most complete list I can find is below, courtesy of the research of Jeff Twiss, our Director of Public Relations.

PUBLISHED CELTICS' BOOKS

RED AUERBACH: AN AUTOBIOGRAPHY by Arnold "Red" Auerbach and Joe Fitzgerald; G.P. Putnam's Sons, New York; 1977.

BASKETBALL FOR THE PLAYER, THE FAN & THE COACH by Arnold "Red" Auerbach; Simon & Schuster, New York; 1975.

RED AUERBACH — ON AND OFF THE COURT by Arnold "Red" Auerbach with Joe Fitzgerald; Macmillan Publishing Co., New York, 1985.

THE BOSTON CELTICS: A CHAMPIONSHIP TRADITION, by Thomas Henshaw; Prentice-Hall, Inc.; Englewood Cliffs, N.J., The Stuart L. Daniels Co., 1974.

THAT CHAMPIONSHIP FEELING — The Story of the Boston Celtics by Joe Fitzgerald; The Charles Scribner's Sons, New York, 1975.

Celtics Announce 1988 Pre-Season Schedule

The Boston Celtics 1988 pre-season schedule consists of eight games, including two games in Madrid, Spain as part of the McDonald's Basketball Open.

THE WORLD'S GREATEST TEAM: A Portrait of the Boston Celtics 1957-69, by Jeff Greenfield, Random House, New York, 1976.

CELTICS PRIDE by Bob Ryan; Little, Brown & Co.; 1975.

BOB COUSY — THE KILLER INSTINCT by Bob Cousy with John Devaney; Random House, New York, 1975.

BASKETBALL — CONCEPTS & TECHNIQUES by Bob Cousy and Frank Power, Jr., Allyn and Bacon, Inc., Boston, MA., 1970.

HONDO — CELTIC MAN IN MOTION by John Havlicek and Bob Ryan; Prentice-Hall, Inc., 1977.

HEINSOHN, DON'T YOU EVER SMILE? by Tommy Heinsohn with Leonard Lewin; Doubleday & Co., Inc., 1976.

THE SHORT SEASON: A BOSTON CELTICS DIARY, 1977-78 by John Powers; Harper & Row Publisher, 1979.

GO UP FOR GLORY by Bill Russell as told to William McSweeney; Coward, McCann & Geoghegan, Inc. 1966.

SECOND WIND (The Memoirs of an Opinionated Man) by Bill Russell and Taylor Branch; Random House, 1979.

THROUGH THE HOOP: A Season With The Celtics by Pamela R. Schuyler, Houghton Mifflin, Boston, MA., 1974.

THE PICTURE HISTORY OF THE BOSTON CELTICS by George Sullivan; The Bobbs-Merrill Co., Inc.; 1981.

BASKETBALL'S MAGNIFICENT BIRD — THE LARRY BIRD STORY by Frederick Lynn Corn, Random House, New York; 1982.

LARRY BIRD'S BASKETBALL BIRDWISE by Larry Bird with John Bischoff, The Phoenix Projects; Terre Haute, IN.; 1983.

THE 1984 CELTICS — SOAR LIKE A BIRD by James A. Peterson, Ph.D. and Susan L. Peterson, New American Library — A Signet Book; New York, 1984.

BIRD ON BASKETBALL — How to Strategies from the Great Celtics Champion by Larry Bird with John Bischoff, Addison-Wesley, Co., Reading, MA.; 1984.

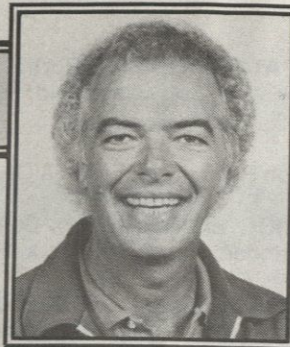
RED AUERBACH: ON & OFF THE COURT with Joe Fitzgerald; Bantam Books, 1985.

REBOUND: The Autobiography of K.C. Jones and an Inside Look at the World Champion Boston Celtics with Jack Warner, Quinlan Press, Boston, Mass.; 1986.

FORTY EIGHT MINUTES — A Night In the Life of the NBA by Bob Ryan and Terry Pluto; Macmillan Publishing, Co., 1987.

DON'T BE DENIED by M.L. Carr and Bob Schron; Quinlan Press, Boston, MA.; 1987

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COACH'S CORNER

By Jimmy Rodgers

Impressions

We were very pleased with the competitiveness of the rookie camp earlier this month at the Red Auerbach Basketball School at Brandeis outside of Boston. Although we were without our first round draft choice, Brian Shaw, we were pleased with the play of a few kids that did come to the camp, including our 3rd round draft choice, Gerald Paddio from the University of Nevada-Las Vegas.

Gerald displayed a command of the game that we had anticipated when we drafted him. Much speculation had been reported about Paddio being a one-dimensional player. But we knew he could play the total game — I'm not sure that Jerry Tarkanian receives enough credit for the job he does with his teams. They win frequently. They do score a lot of points and because they're so successful and win so easily sometimes, their opponents have scored on them, in, for lack of a better term, "garbage time" situations. But UNLV plays the total game; they're an outstanding pressure defensive team, they play the whole floor and they play with a real intensity for forty minutes. We think Gerald Paddio is a real find coming out of that program.

We were pleased that Reggie Lewis and Mark Acres played in the camp as returning second year players. Reggie looked much stronger from his work on the weights this summer and I believe he demonstrated that he was an experienced professional in these games, games that had a very fine college group playing in them as well. Mouse McFadden, of Cleveland State, Cliff Robinson of Connecticut, Tim Legler of LaSalle, Eddie Bird of Indiana State and two locals, Rumeal Robinson of Michigan and Dana Barros of Boston College provided some stiff competition for our players and the returning veterans handled it well.

I think Reggie's game is understated; i.e., he's able to play very well within the team concept, so his points may come quietly, when you're not really noticing his production. But believe me, it's there. He might get time at both the small forward and big guard position this year and I think his rookie year of learning the system will help him a great deal this year.

Acres played well here, too. Sometimes these games can be a scramble. What I mean is that we didn't really run an offense in the games until the middle of the camp, in its second night and third day. So there's a tendency to have a freelance situation, which is fun, but which also turns the play down low into something of a melee. I was pleased with Mark. I think he has continued to progress. It's a little early to make a final judgment on the Free Agents, although players such as Tod Murphy, Steve Mitchell, Marty Simmons and Andre LeFleur looked good. I couldn't



Reggie Lewis: Well-Conditioned

even begin to make a final determination about inviting players back right now. This is something that the Coaching and Scouting staff will have to meet with me to decide, and that will happen soon.

Chris Ford, Lannie Van Eman and I had the pleasure of coaching the NBA All-Stars against the touring Olympic Team in Providence early this month. We worked with some great All-Stars around the league; we had two of our kids, as well, Reggie Lewis and Brad Lohaus on our team and on the Olympic Team, our first round draft choice Brian Shaw.

I was very impressed with Brian. He displayed a good command of the ball at the point and I thought he displayed exceptional poise running John Thompson's offense. As this was being written, it hadn't been decided just how he'd end up with the team, although it appears certain he'll play some type of prominent role on the team. Brian Shaw is extremely quick and versatile for a player of his size, which is 6-6. I think he fits in real well with what we're trying to do in our backcourt; versatility describes his strengths. We think that with Dennis Johnson, Danny Ainge,

Reggie Lewis and Jim Paxson certain returnees, and with Brian coming in, we have a solid group of guards who can do everything: Play the point, play off of the ball, hustle, play strong fundamental defense, and shoot in a good, rhythmic team-oriented offense.

I don't deny the emphasis on the frontcourt on our basketball team. We feel that with Larry Bird, Kevin McHale, and Robert Parish, our frontcourt still is with the best in the league. Probably the best. We just feel that with the addition of Brian Shaw on our team, the whole picture improves. Anytime you add a talented basketball player, at any position, your team is upgraded.

It's necessary, too. There have been a series of interesting moves around the league over the summer, with players such as Robert Reid (Charlotte), Tree

Rollins (Cleveland), Reggie Theus (Atlanta), Walter Davis, (Denver), Orlando Woolridge (Los Angeles Lakers) and Moses Malone (Atlanta) changing uniforms. Moses, of course, and Orlando Woolridge are our immediate concerns. Any time an opponent adds a player with the talent of an Orlando Woolridge or the stature of Moses Malone, the Celtics have to be alerted.

The Lakers, of course, have built a winning system that they hope will be a support to Woolridge, who has had some problems. Moses Malone believes he still is one of the best three centers in the league. He's probably right, but I know we still have one of the others in Robert Parish. (We're hopeful we can have a Bill Walton healthy and possibly Stojko Vrankovic with us, too). Moves like these make for an interesting summer and admittedly, impressions are easier to discuss than stopping improved opponents. But teams win with twelve good players, and we feel that Lewis, Acres, Lohaus and Shaw gave us some positive qualities to build on heading into camp.

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GOOD FOOD, GOOD TIMES, GOOD SPORTS

"Still The Chief"

Robert Parish's Experience is Crucial

By Jim Rucidlo

They say if it's not broken, don't fix it and it couldn't be more true than in the case of the Chief, Robert Parish. The pivot is the toughest position in the NBA to fill and during his tenure in Boston, Parish has done remarkably well.

Experience in the pivot is crucial to winning championships, more so than at any other position. In the 1960s only two centers led their teams to rings: Bill Russell (9) and Wilt Chamberlain (1).

During the 1970s, times were as turbulent for centers in the NBA as they were politically across the country. No less than eight centers led their teams to championships; not one pivotman dominated even though talent abounded in Kareem Abdul Jabbar, Dave Cowens, and Bill Walton.

Other centers to win rings in the '70s include Willis Reed, Wilt Chamberlain, Clifford Ray, Wes Unseld, and Jack Sikma.

Perhaps the failure of one center to dominate this period is attributable to the rise of the ABA and the instability it caused as teams freely wheeled and dealt trying not to get burned by players jumping leagues.

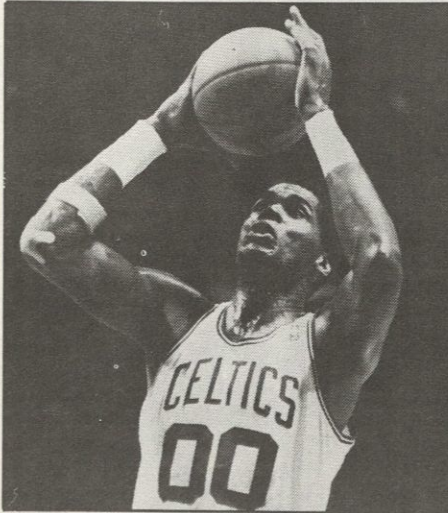
Entering the '80s, the stability returned. With two years remaining in the decade, only three centers have claimed championship rings — Parish, Jabbar, and Moses Malone, with Jabbar sporting four rings and Parish three.

Undoubtedly, credit should be given to Magic Johnson and Larry Bird for making the Lakers and the Celtics the teams of the '80s, but time and time again the Celtics have proven they can't win the big game without the Chief in the pivot.

Strategists in Atlanta must have reviewed NBA history during the off-season — a season which ended on a positive note since the Hawks took Boston to seven games before bowing out — and realized all that was needed was a quality center.

Voila! The Hawks went out and purchased Moses Malone. Other than Jabbar and the Chief, Malone is the only center who has proven he has the tenacity to take his team all the way, coming close with Houston in 1981 and leading the star-studded Sixers to the championship in 1983.

While Akeem Olajuwon, Patrick Ewing, and Brad Dougherty are touted as the



Robert Parish: Toughest Position

centers of the future, none has won a title and none probably will in the next few years. Moses Malone remains a player of today, capable of "taking four players from the playground" and winning it all.

For Malone, Washington's refusal to pick up the option on his contract is a blessing in disguise. Management in Landover, Md., seemingly tried to establish a circus rather than an NBA contender, building the team around draft choices Manute Bol and Muggsy Bogues.

Realizing fans' curiosity was satisfied after one trip to Capital Centre, the Bullets unloaded Bol and offered Bogues to the expansion franchise. This left Malone wallowing on a team headed for the basement — no way for one of the best to end his career.

Rumored to be going to Chicago, the Bulls probably cost themselves the title by passing on Malone. Opting for Bill Cartwright, the Bulls do not get the dedication Malone gives to the game, plus they gave up Charles Oakley.

Meanwhile, of the four NBA players who've distinguished themselves above all others, three now have a quality center to look to when defenses collapse on them: Johnson/Jabbar; Bird/Parish; Wilkins/Malone; while Michael Jordan is still alone in Chicago.

Malone's career parallels Wilt Chamberlain's in many ways. Malone's colorful tenure has included stints in Utah and St. Louis of the ABA; Buffalo, Houston, Philadelphia, Washington, and now Atlanta of the NBA. For a franchise-type player, the train has made many stops.

Chamberlain, on the other hand, didn't wear as many uniforms — Philadelphia/San Francisco Warriors, Sixers, and Lakers — but when he retired the ABA was in its infancy and there was no free agency.

Teams purchase a Chamberlain or Malone when they feel most of the championship ingredients already have been assembled. It would be foolish to pay such a high-priced player just to draw in a few extra fans.

When the Sixers acquired Chamberlain, they had Chet Walker and Luke Jackson at forward, Hal Greer at guard, and Billy Cunningham coming off the bench. In Chamberlain's second year in Philly, the Sixers wrested the title from the Celtics, marking the only year in the decade the Celtics failed to win the championship.

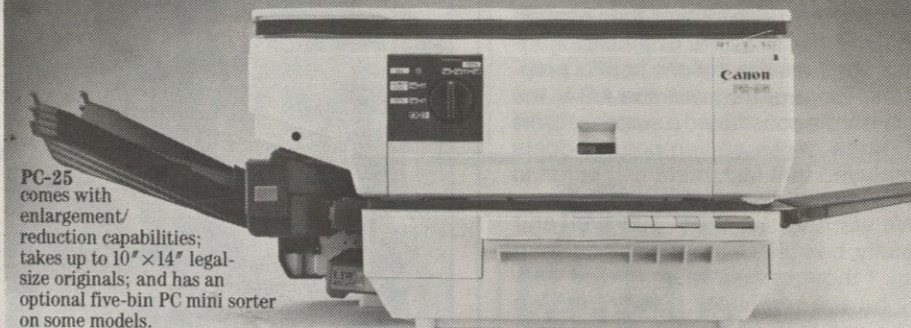
After the Celtics won back the title the following year, the Sixers shipped Chamberlain off to L.A. to join Jerry West and Elgin Baylor. Although the Lakers had to wait three years, they eventually won the championship behind Chamberlain in 1972. Wilt retired after the next season.

Now, Atlanta is making a push for the title. The Hawks also dropped starting guard Randy Wittman in favor of signing free agent Reggie Theus, who will join Dominique Wilkins and Kevin Willis in the frontcourt, Malone at center, and all-star Doc Rivers at point guard — a frightening combination of talent and experience, the things of which championships are made.

It will be interesting to see if the trend of the '80s continues. Jabbar claims this will be his last season and is looking to add another ring; Parish needs a title to even up with Jabbar in the '80s, at four rings apiece; and Moses Malone is set to prove he is truly a winner by taking his second ring of the decade.

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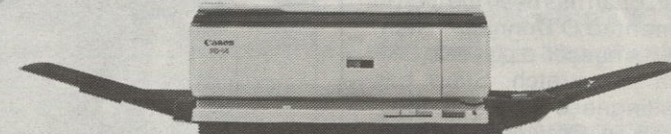
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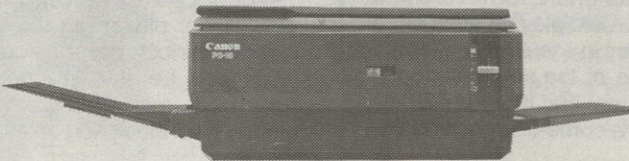
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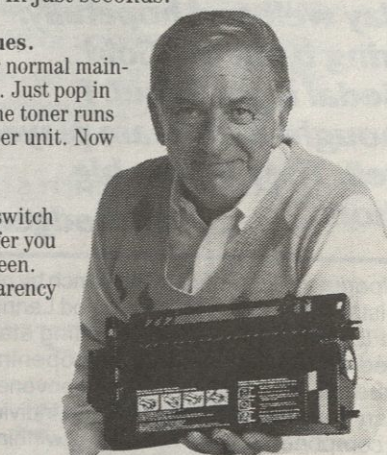
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Jimmy Rodgers Coaches NBA All-Stars vs. Olympians

A Debut of Sorts

Celtics coach Jimmy Rodgers stood in the center of the assembled media in Providence after he had been defeated in his coaching debut. The Celtics coach led a group of assorted NBA All-Stars and other NBA players who do not merit that tag earlier this month against the United State Olympic Basketball Team. The latter, coached by John Thompson of Georgetown, won 90-82; as they had the benefits of three weeks of practicing together, compared to the one hour of preparation Rodgers had with the NBA, the victory hardly constituted a surprise. In his post-game press conference, Rodgers downplayed that fact, preferring rather to focus on the attributes of the US Team.

"We want to see them play well and hopefully, bring back the Gold Medal from Seoul. I thought their team played well. They hit the big shots. Every time we came close they seemed to hit the open jumper. They have guys who can shoot; range, I don't know about, but they hit the 15-footer when they needed it."

One of the players, of course, is of special interest to Rodgers. Brian Shaw, the Celtics first round draft choice, has played exceptionally well in the tryouts and the games versus the NBA. According to Jim O'Donnell of the Associated Press who has covered the tryouts since the team began its final workouts at Georgetown, Shaw has been particularly impressive because he has been able to combine vital basketball ingredients that make teams a winner. "Whenever there's a big rebound to get, Brian has been the man to get it," commented O'Donnell. "Then, whenever John's needed a player to take charge down the stretch, Shaw has shown the willingness to do that, too."

In the game in Providence, Shaw played both backcourt positions, scored 6 points on 3-for-3 shooting, adding 3 rebounds, 3 assists and 2 turnovers in 9 minutes. (Shaw would play an even more dramatic role later in the series, winning the second game of the set in Charlotte with a deciding steal and three-point play in the final :26 in a come-from-behind 84-81 win.)

"We want to see them play well and hopefully, bring back the Gold Medal from Seoul. I thought their team played well. They hit the big shots." ...Jimmy Rodgers

Rodgers was joined on the bench by his assistant coaches, Chris Ford and Lannie Van Eman. The Celtics' coaching staff faced an uphill climb from the opening moments. The NBA team had convened for an hour beforehand and if the individual components were there for a winning effort, there simply wasn't enough time to successfully combine the parts into a winning whole. The NBA veterans included Patrick Ewing of New York, Rodney McCray and Sleepy Floyd of Houston, Terry Cummings of Milwaukee, Michael Adams of Denver, Chris Mullin of the Warriors, Alvin Robertson of San Antonio, Kevin Duckworth of Portland, Harold Pressley of the Kings and Chuck Person of the Pacers.



Jimmy Rodgers: Impressed

Reggie Lewis and Brad Lohaus, the second year players of the Celtics, also played in the contest and acquitted themselves well. Lewis had 2 points, a block and a steal in four minutes and Lohaus contributed a block and an assist in seven minutes.

The two Celtic players contributed to a late first half rally, though. The Olympians pressed the NBA team from the outset, with Danny Manning and later, Willie Anderson hounding the inbounds on the baseline. The U.S. Team didn't shoot well in this game (45.3%), but their pressing game created points and they shot out to a sixteen point advantage (37-21) midway through the first half. But with Floyd, Adams and Ewing leading the comeback, the NBA cut the lead to 49-42 at the half. Throughout the final twenty minutes, it would be a game of basketball tag: The Olympians would open a seven to ten point lead and the NBA would fight back, but were never really a threat to win. Vernell Coles, an underclassman from Virginia Tech, led the U.S. with 11 points and Phoenix Sun draftee, Dan Majerle had 9. Ewing had 10 points and 5 rebounds to pace the professionals.

Rodgers was impressed with the Olympians' defense. "They don't have anyone flashy, nobody who jumps out at you in a one-on-one situation. But they really put you under pressure. They have depth, defense and versatility. They get a lot of steals and deflections and the result of most of these are layups and dunks,

which can be psychologically devastating. They're on the right track."

"We (the NBA Team) tried to keep things as basic as we could, tried to get everybody some minutes and still win. But there isn't a whole lot you can do in this type of situation. But the priority now is to help (the Olympic Team) win."

Rodgers was impressed with the play of all of the young Celtics, including Shaw. "I thought Reggie and Brad played well under the circumstances. It was a tough game for them to play in, since we hadn't been together at all. And Brian showed a lot out there. I was impressed with his poise."

1988-89 NBA on TBS Schedule (starting times Eastern)

Day	Date	Teams	Air Time
Fri.	Oct. 21	McDonald's Basketball Open	8:05
Fri.	Nov. 4	LA Lakers at Dallas	8:05
Tue.	Nov. 8	Chicago at New York	8:05
Fri.	Nov. 11	Detroit at Boston	8:05
		Golden State at Phoenix	10:30
Tue.	Nov. 15	Atlanta at Cleveland	8:05
Fri.	Nov. 18	Atlanta at Chicago	8:05
Tue.	Nov. 22	LA Lakers at New York	8:05
Wed.	Nov. 23	Denver at Dallas	8:05
		Chicago at LA Clippers	10:30
Fri.	Nov. 25	Atlanta at Dallas	8:05
Tue.	Nov. 29	Portland at Milwaukee	8:05
Fri.	Dec. 2	Boston at Cleveland	8:05
		Utah at LA Lakers	10:30
Tue.	Dec. 6	Boston at Chicago	8:05
Fri.	Dec. 9	Detroit at Atlanta	8:05
Tue.	Dec. 13	New Jersey at New York	8:05
Fri.	Dec. 16	LA Lakers at Boston	8:05
Tue.	Dec. 20	LA Lakers at Chicago	8:05
Fri.	Dec. 23	Chicago at Charlotte	7:00
Tue.	Dec. 27	Houston at Miami	8:05
Tue.	Jan. 3	Boston at New York	8:05
Fri.	Jan. 6	Atlanta at Detroit	8:05
Tue.	Jan. 10	LA Lakers at Sacramento	8:05
Fri.	Jan. 13	Denver at Chicago	8:05
Fri.	Jan. 20	Indiana at Detroit	8:05
		Dallas at LA Lakers	10:30
Tue.	Jan. 24	Seattle at Portland	8:05
Fri.	Jan. 27	San Antonio at Dallas	8:05
Tue.	Jan. 31	Detroit at Chicago	8:05
Fri.	Feb. 3	Detroit at Philadelphia	8:05
Tue.	Feb. 7	Cleveland at Milwaukee	8:05
Fri.	Feb. 10	NBA All-Star Friday Night	TBA
Sat.	Feb. 11	NBA All-Star Saturday	TBA
Tue.	Feb. 14	Boston at Houston	8:05
		Detroit at LA Lakers	10:30
Fri.	Feb. 17	Cleveland at Atlanta	8:05
Tue.	Feb. 21	Boston at Seattle	8:05
Fri.	Feb. 24	Utah at Denver	8:05
Tue.	Feb. 28	Detroit at Cleveland	8:05
Fri.	Mar. 3	Dallas at Boston	8:05
Tue.	Mar. 7	LA Lakers at Atlanta	8:05
Wed.	Mar. 15	Portland at Utah	8:05
Tue.	Mar. 21	Detroit at Atlanta	8:05
		Chicago at LA Lakers	10:30
Tue.	Mar. 28	Seattle at Houston	8:05
Fri.	Mar. 31	Cleveland at Chicago	8:05
Fri.	Apr. 7	Boston at Portland	8:05
Thu.	Apr. 13	Boston at Atlanta	8:05
Fri.	Apr. 14	Detroit at New York	8:05
Fri.	Apr. 21	Utah at Dallas	8:05

The Annual Summer Pastime

By Bob Schron

An annual summer pastime of the National Basketball Association is the summer camp. This is an activity for the players in which they are able to keep in contact with the lifeblood of the sport: the kids. It's also a way to earn some money, keep the player's name in the public eye, and finally, it is a way for the player to stay in reasonably gainful playing shape in the off-season.

Several Celtics participated in and held summer camps this off-season. Robert Parish, Kevin McHale, Reggie Lewis, Mark Acres and Brad Lohaus were among the Celtics that had camps this summer.

"The rookie camp (hosted by the three Celtics rookies of last season — Acres, Lohaus and Lewis) was an idea that just sort of materialized," commented agent Mike Carey, who helped put together this camp and also helped line up a glittering array of guests, which included Dennis Johnson, Parish and former Celtic M.L. Carr. "The people in Maine (The Camp was held at Thornton Academy in Saco, Maine) wanted to have the players do the camp and things just sort of fell into place." This camp was aimed at boys and girls ages 6 through 12 Sports Personalities Inc. handled the applications and the setting proved to be highly successful. Lohaus had reportedly planned on attending the Pete Newell Big Man Camp but later changed his mind. The camp proved to Brad that the important second year player of the Celtics retained his playing edge.

Parish held his fourth annual camp in Manchester at the New Hampshire College, which also was home to the long-running Don Nelson-Tom "Satch" Sanders Camp in that New England home. It has increased in popularity each season, bringing in well over two hundred campers this summer. Campers heard speakers such as Carr and K.C. Jones at



K.C. Jones: Spoke at Robert's Camp

Celtics Stay Busy in Off-Season with Camps

Parish's camp; in addition, the message to the youngsters extends beyond the parameters of basketball. Carr and others, such as the former Celtic Tiny Archibald focus their talks on keeping in sound physical and mental condition, explaining how the disciplined approach to life that an athlete has is perfectly suited for a youngster, as he or she faces some of the value choices in everyday life.

Dave Cowens has also had one of the best camps in the country for several years at Regis College in Weston. Cowens has had guests such as Doug Collins, Sam Jones, Chris Ford, Larry Bird and K.C. Jones at his camp. The focus is on

similar virtues, but Cowens has also branched out in recent seasons, including his own "Big Man's Camp. A special session designed to train forwards and centers in the college age group. McHale had his second annual camp on Cape Cod this summer and it also proved successful; in addition, McHale was a guest at the John Salley Basketball Camp in July.

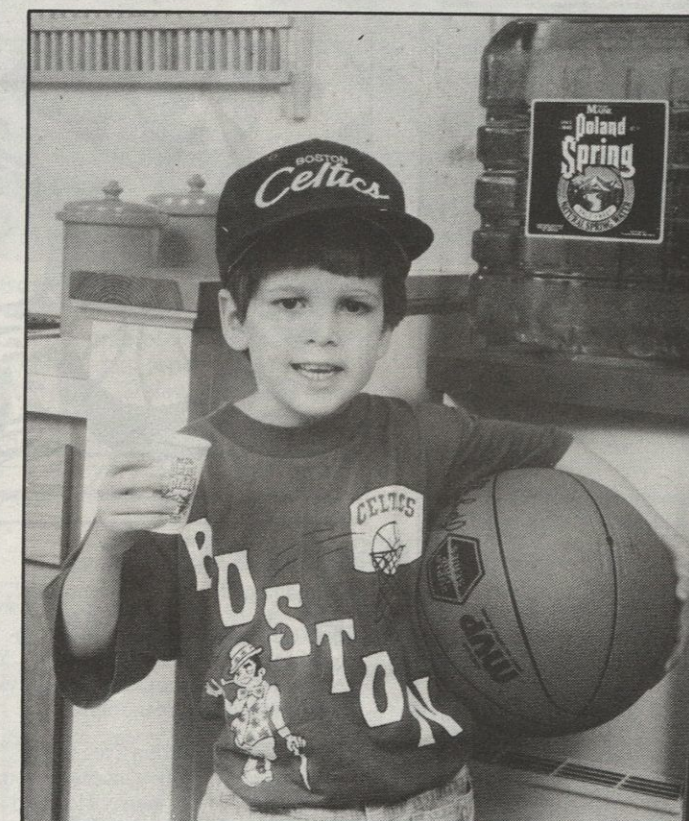
The emphasis for the players themselves is on conditioning, in a league that has become so competitive every edge is sought, especially in the off-season. Thus, the most important summer camp: The Red Auerbach Summer Camp, now held at Brandeis. This camp, of course

serves a dual purpose. It is also the team's annual rookie camp. This season, the impressive showing of rookies such as Gerald Paddio has to enhance that player's chances of making the cut somewhere in the league this season, even if the competitive Celtics' situation proves out of reach.

"It just gives us a chance to look at the players and try out some things," commented Auerbach, the dean of the NBA. "We want to let them get a feeling of what the league and the Celtics are all about. Then when they come back, they at least have the advantage of the experience factor."

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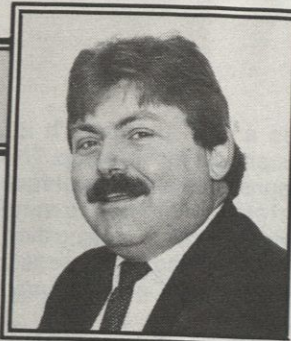
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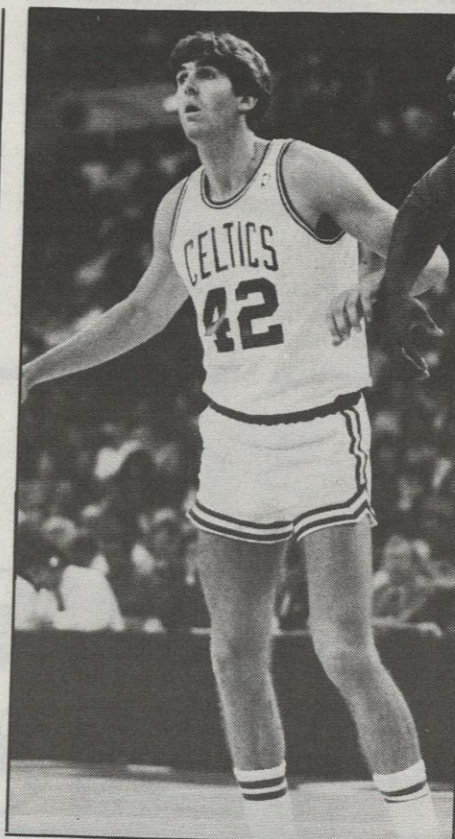
By Glenn Ordway Summer Questions

As the Celtics prepare for the 1988-89 season, there are still a few questions that need addressing in terms of the general make-up of the team. I believe that Jimmy Rodgers will stress the running game throughout the season, looking for easy baskets and an aggressive scoring attack.

Jimmy's, and the Celtics concerns at this point must be at two positions on the court which are critical to the success of the running philosophy. That being the point guard, and back-up center positions.

The point guard spot is a position requiring the speed and saavy necessary to constantly push the ball up the floor, creatively reacting to various defensive pressures, and getting the ball into the right people's hands at the right time.

Last season the Celtics had three players at this spot, Dennis Johnson, Danny Ainge and Dirk Minniefield. All three are reliable and capable of fulfilling this season's need. The veterans though, especially now with the addition of Brian Shaw, must be willing to take a cut in minutes to accommodate both their own energy as well as to keep a fresh set of legs on the floor at all times to comply to a new running philosophy.



Mark Acres: Projected Power Forward

This however, is not the trend of the rest of the NBA right now. Teams today are getting deeper on the bench and faster on the floor. By way of precedent, basketball fans need only look at the success of the Lakers, Pistons, and Hawks last year.

This change of philosophy around the league is one the Celtics will have to address in the coming seasons and requires diligent, attentive operations and acquisitions by the coaching staff and front office. Salary cap structures make this task that much more difficult.

Besides the depth in the backcourt necessary to a good running attack, NBA teams are finding out that depth in the front court also has its advantages. Witness Detroit's constantly rotating front court, as well as Atlanta's "fivesome" in this regard.

The Celtics will certainly give Brad Lohaus more playing time in this regard, perhaps backing up Larry at the small forward spot. Mark Acres though, seems more suited for a role as back-up power forward than as a back up to Robert at the center spot. Granted, Mark has shown tremendous desire and productivity last season backing up Robert, but he's 6-10 at best, and will have the inevitable problems when trying to guard a strong seven footer.



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So another question comes to the fore. That being with the status of Bill Walton's desires still a mystery, who will back up Parish and provide the Celtics with some quality minutes in the paint?

Stojko Vrankovic is a possibility. I've only seen video tapes of his play, but let's remember that not only will he have to adjust his game to the difference between games in Europe and games in the NBA, but he'll also have to adjust to a whole new culture and even language. His potential is certainly promising though, and he may be able to not only contribute in this regard but also improve his game to the extent where he'll push for a starting assignment one day. He certainly has the physical capabilities. Stojko is at this point in time is a project in not only the skills, but also culturally.

The Celtics are also taking a look at Temple's Ramon Rivas in the hope that his game will suit itself to a back up role. Ramon may actually be a bit more of a project than Stojko. He's a big player from a good program though, and is certainly worth a look.

We may also see Artis Gilmore come back this season with a little more understanding of the Celtic's system and with some good minutes left in his body.

If Jimmy's desire to take this team in a new direction this year is to be fulfilled, these two questions will have to be addressed by coaches and front office staff alike.

By Bob Schron

Delaware North has been designated by Mayor Raymond Flynn to build a new sports arena complex at North Station, site of the present Boston Garden, if final plans with the Massachusetts Bay Transportation Authority can be finalized. After a three month logjam with the latter group, details have been apparently worked out which would allow the \$711 million project to be built by the year 1992.

The final decision by the city's Mayor was reached almost two weeks after the present Boston Garden sustained a major power failure in the fourth game of the Stanley Cup National Hockey League Playoffs. That event, occurring in a national forum, may have sped events along.

"Boston and its great teams deserve a new state-of-the-art arena and together I believe we can provide such an arena," Flynn wrote to Delaware North, informing that group that their bid had been accepted. The arena, and a 1.6 million square foot office-retail-housing complex with a hotel will all be part of the new complex. In addition, there will be 1,500 parking spaces in the new area.

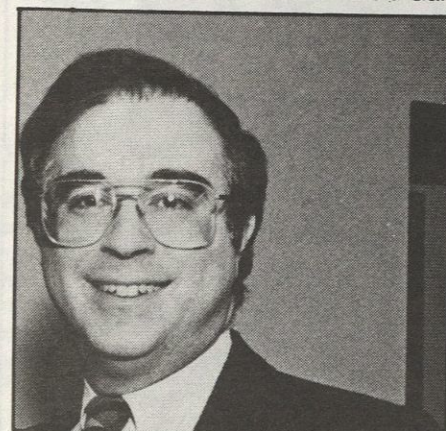
"We would hope this is a building where we could say there isn't a bad seat in the house"

...Jan Volk

Of major concern to the Celtics, of course, is the new Garden. The Celtics have watched with great interest as the plans for the new arena took shape. The old Garden built in 1928 for \$10 million by Tex Rickard and a New York group that wanted to build six replicas of the old Madison Square Garden in Manhattan, has long been a borderline proposition for the team. There is the fabled homecourt advantage that reached an astounding 100 wins out of 105 games late last season. However, there have been the attendant problems which are characteristic of a sixty-year old building.

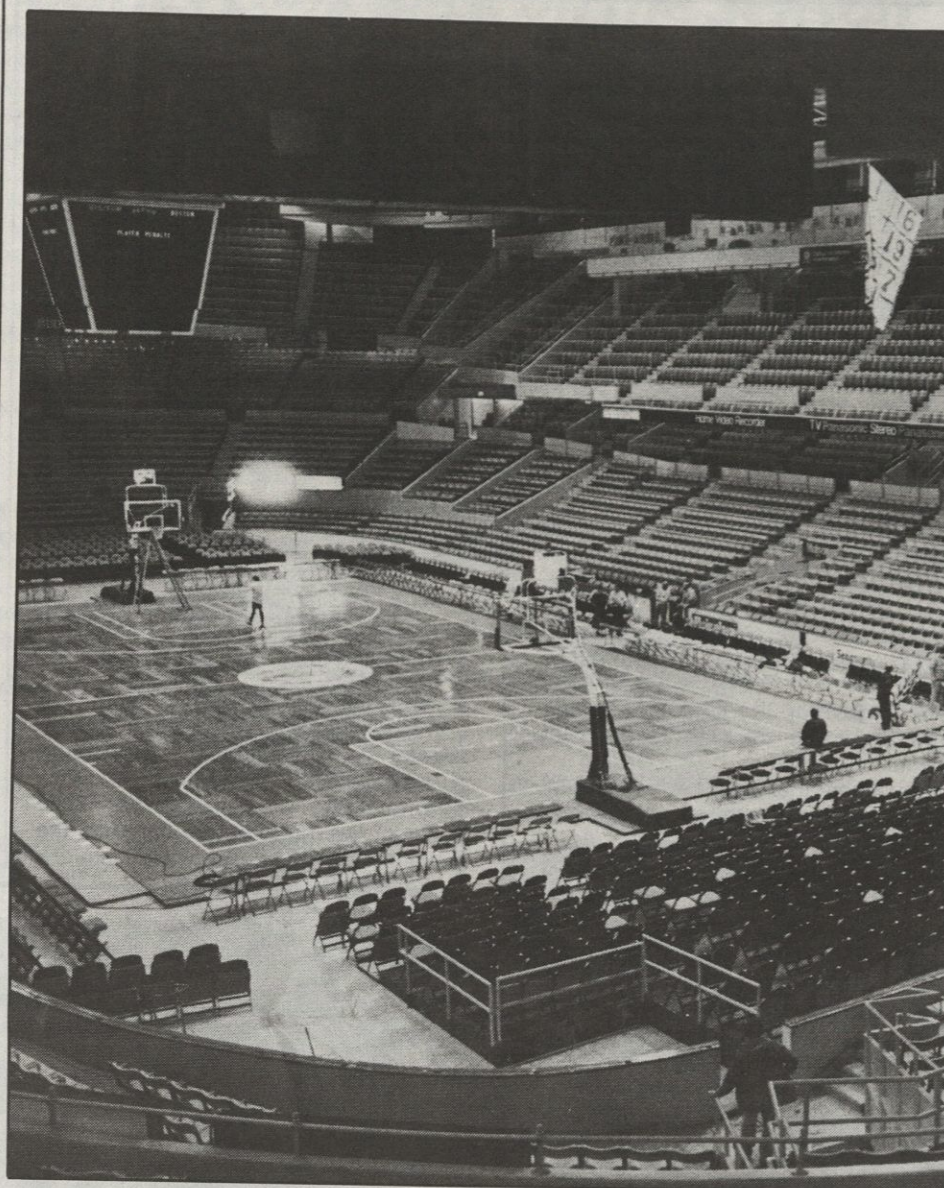
As a parallel, the Madison Square Garden has been replaced three times since then and plans are underway for yet another building in New York in 1991.

A prime mover in the project has been Bill Hassett, the chairman of the Boston Garden and the Boston Bruins. He was brought in to be the head of the Garden two years ago with the major responsibility being to define the future direction of the Boston Garden into the twenty-first century. At the time of his hiring, several plans had been proposed, including a concept that would renovate the old Gar-



Jan Volk: Hoping for More Great Seats

The New Boston Garden Plans Materialize for building of complex



The Boston Garden: Due for Renovation

den. "It became obvious, after studying the problem, that renovation was not the way to go. We (Delaware North) had two acres of land that would be the gateway to any development of the North Station area. It is a very valuable property. We

could use that as a base for the entire project and get a new arena. We had to protect ourselves and keep the renovation plan on the board, but we made it plain to the city that our goal would be a new building."

Hassett commented at a press conference in June that there were four or five tentative plans for the new building including escalators, airconditioning, increased number of parking spaces and 23 more private boxes, for a total of 60. The new arena will have fewer than 2,000 additional seats for basketball, for a total of 16,800. "But there is a right size for viewing sporting events indoors (The Bruins will seat 15,800 for hockey). There is a diminishing return to the fan if he's so far away he can't see what's going on."

"We would hope this is a building where we could say there isn't a bad seat in the house," Celtics General Manager Jan Volk told *The Boston Herald*. "Fifteen to 20 percent are top quality seats between the baskets. In most new facilities, 50 percent to 60 percent are top quality." The Celtics GM continued on the Herald story, explaining that the old Garden is plagued because it is long and narrow, so that a large number of seats are a long way from the action.

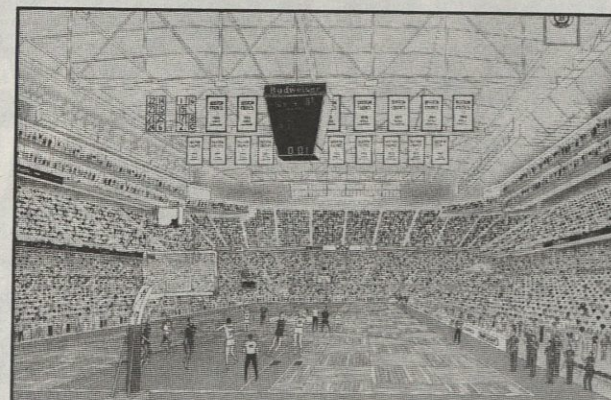
The Flynn proposal to Delaware North includes the following (according to sources familiar with the project):

• That Delaware North would pay \$20 million to the city for the air rights to build on the land behind North Station

• The state and the MBTA would work out a formula to compensate Delaware North for at least some of the increased construction costs caused by the MBTA's plans to construct commuter rail lines into the arena area. The total construction costs could be in the \$20 million to \$30 million range because the complex would have to be built above the extended railroad.

The MBTA plan is a \$108 million project, to move and depress one of the commuter rail lines that is presently elevated at North Station. That construction would be changed and a second commuter line would be joined with the present line. The joint line would extend the rail line 240 feet, or into the area where the new arena will be built. The original block to the project consisted of a Senate amendment to a \$3.1 billion state transportation bond issue that called for the MBTA to take the 3 acres behind the Garden for commuter travel. But since the squabble, the board of the MBTA voted to deed the land's air rights to the city for the purpose of developing the arena complex.

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COURTSIDE VIEW

By Eddie Gillooly
Pleasant Surprises

The only thing anyone can say about this year's off-season is that it was the longest one the Celtics have had in five years. And, it was the most uneventful period in a long time.

Unlike other seasons, the Celtics had a long time to prepare for the annual player draft and came away with a pleasant surprise in guard Brian Shaw of California/Santa Barbara whose style of play is likened to Dennis Johnson, Michael Cooper and Paul Pressey.

Otherwise it was dullsville at 150 Causeway Street where the only activity was watching the other teams, particularly the Atlanta Hawks, strengthen themselves.

Without a jumpshot being made, the Hawks, with the signing of free agent Moses Malone, are ranked by some experts as the No. 1 challenger of the Detroit Pistons in the Eastern Conference.

The Hawks also acquired guard Reggie Theus. On paper, the two moves seem awesome but some question whether Malone and Theus can mesh with Dominique Wilkins, Doc Rivers and Kevin Willis.

Can this quintet perform with one ball? Moses is slowing down and averaged only 13.6 shots last year with Washington but that's 10 more than Tree Rollins averaged with the Hawks. Tree signed with Cleveland.

Theus, a noted gunner, has been working in recent years to cut down on his shots. Reggie averaged 17.5 last year with Sacramento which is eight more a game than Randy Wittman took with the Hawks.

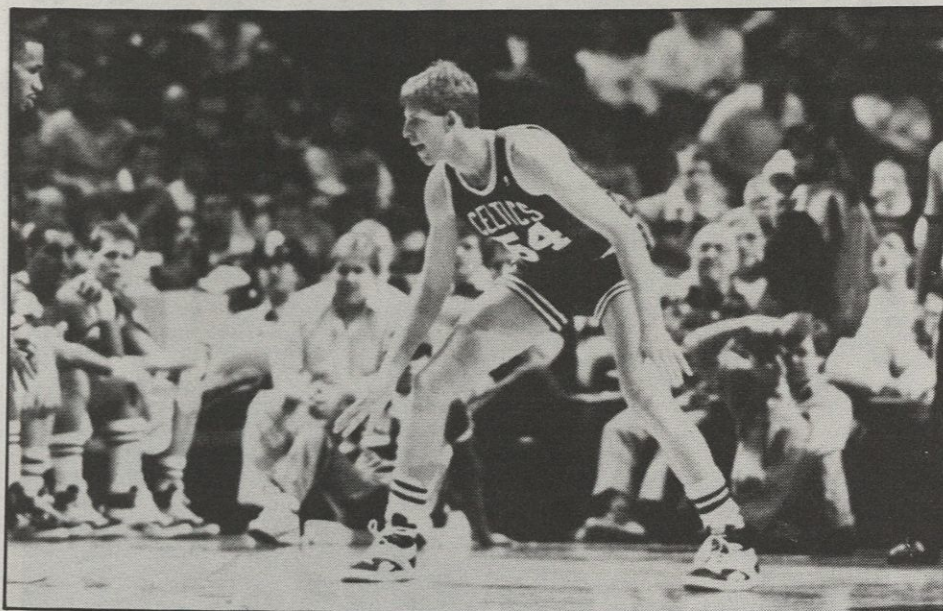
"Acres, who surprised a lot of people last season has been penciled in as the backup for Robert Parish"

Can the Hawks afford to take 17 shots a game away from Dominique Wilkins, Kevin Willis and Doc Rivers or will Moses and Reggie have to sacrifice their offense to make things work smoothly?

Coach Mike Fratello will not have an easy task finding the right formula but I'm sure he's pleased with the challenge facing him. Moses is still a force in the league and he'll make the Hawks stronger in the middle.

Meantime, the Celtics new head coach Jimmy Rodgers' chief concern is depth, a problem that has lingered with the Celtics for too long.

"We're getting older and we'll have to have nine or 10 players ready to compete this year," said Rodgers. "And we might have to undergo some rough times for a



Brad Lohaus: Pivotal Season Ahead

while to develop the kind of bench we need to match up with Detroit and Atlanta."

It's unlikely the Celtics will make any trades or pick up a veteran which means Jim Paxson, Brad Lohaus, Mark Acres and Reggie Lewis are the players Rod-

gers is looking at for bench support.

With a full training camp under his belt, Paxson should emerge as the team's third guard behind Danny Ainge and Dennis Johnson. Lewis will have to battle rookie Shaw for the fourth spot. Some feel the rookie might have a slight edge because

he's a natural guard and plays strong defense.

Lewis showed excellent improvement in his game during the playoffs and he'll definitely receive more playing time in his sophomore season. He can be used as a swingman, if necessary.

During the Olympic trial games Shaw showed he can direct a team on offense and the Celtics are hoping he develops quickly so he can be used to give Johnson a lift in that chore.

"We've got to find a way to give Dennis more rest," said Rodgers. "he gets the toughest defensive assignment and also has to direct our offense. It would be nice if the rookie could help out at that position."

The key person in the front court at this time is Lohaus. He can run and hit the outside shot but he needs to improve his defense. Rodgers will be looking to Lohaus as his relief man for both Larry and Kevin McHale.

He'll be needed at least 20 minutes a game to give the starters a breather.

Acres, who surprised a lot of people last season has been penciled in as the backup for Robert Parish but he could easily shift into a forward position if either Bill Walton or the 7-2 Yugoslavian Stojko Vrankovic can fill the backup center position.

And, don't count out Dirk Minniefield, yet. He'll be given every opportunity to make the team. "We're wide open right now," said Rodgers. "Dirk possesses some talents we can use. He'll get his chance."

CATCH ALL THE ACTION ON WLVI 56

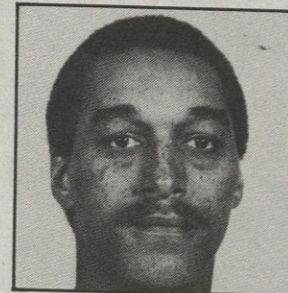
The Celtics' Home Away From Home!

CELTICS PERSPECTIVE

Celtics Look Back on the Season

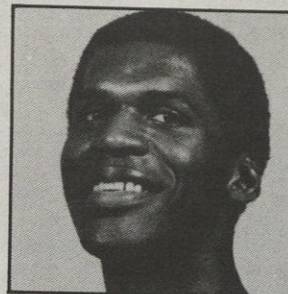
The Celtics remained in the upper echelon of the league this last season. If the team did in fact fail to win the championship, always the goal for a Celtics' team, they nevertheless had another season to take pride in: 56-26 in the regular season for the best record in the Eastern Conference; semifinal wins in the playoffs over New York and Atlanta, and a long run into the Eastern Conference final series against Detroit, before losing in six games.

Dennis Johnson. I think most people were counting us out in March but we again showed everybody that we're still a force to be concerned with in the league, when we won the regular season championship. Hopefully you learn from your defeats; the Pistons outworked us on defense and then they seemed to beat us off of the boards. I was still glad we went very far in the playoffs this season. Game Six (104-102 win) in Atlanta was a very satisfying win for our team, I think.



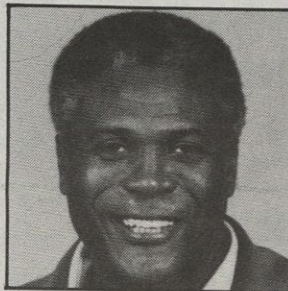
Dennis Johnson

Robert Parish. I think we had some good moments, especially in the early rounds of the playoffs, when we defeated New York and Atlanta, when everybody was counting us out. I think you have to look on your accomplishments with a real sense of pride, otherwise you'll have nothing to build on. Now (after the Detroit defeat), we just have to bounce back.



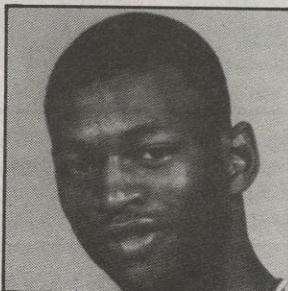
Robert Parish

K.C. Jones. I think the season had many enduring memories, including the way we were able to battle back and win the regular season championship in the East, and the way we continued to try and try again in the playoffs, even when we were down. I recall the emotional swings of the series with Atlanta: Being down after they defeated us in Game Five at home, and then the peaks of satisfaction after we won in Game Six down there and Game Seven back in Boston.



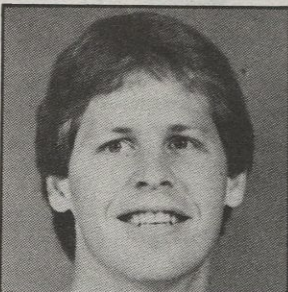
K.C. Jones

Reggie Lewis. It was a tough year, because I had played so much recently in my career (at Northeastern in Boston). But I was grateful for the chance to learn behind great players like Dennis Johnson and Larry Bird. Practice sessions were a real education for me. I just learned that I have to keep working on my game to stay in the league. On the floor, the highlight for me definitely had to be the fourth game in Atlanta during the playoffs, where I was finally able to make a contribution.



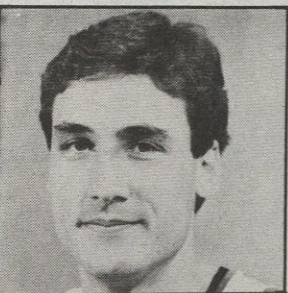
Reggie Lewis

Danny Ainge. I think the best parts of our season were in March and April. At that point in time, we seemed to have our offense and defense together; we were moving the ball effectively on offense and getting the open shots from the outside if the inside option wasn't there. There were a lot of reasons we didn't win the series against Detroit. But I still think we had a successful season.

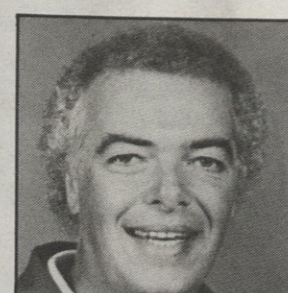


Danny Ainge

Jim Paxson. I was pleased to be the part of a team that has a chance to win the championship. Naturally my memory is two-fold: I was happy to contribute to our late season championship in the East. But then, I was disappointed that I hurt my back in the playoffs and was out when I really wanted to be out there contributing. It was a satisfying season in that I was able to move from a situation in Portland that had no future, to Boston, that always does.

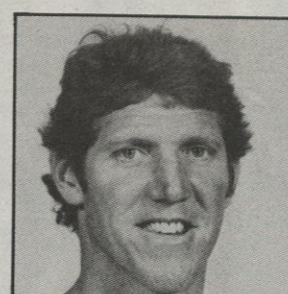


Jim Paxson



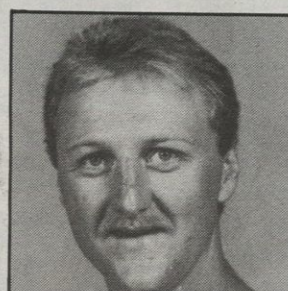
Jimmy Rodgers

Jimmy Rodgers. I think that in our league, as competitive as it is, to be able to reach the finals in your conference, which we did, is a memory that you have to take out of a season. I look back at our season and remember that we worked hard at playing to our potential. That's what you build on, as far as I'm concerned.



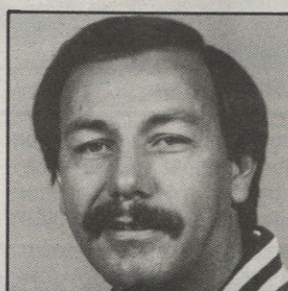
Bill Walton

Bill Walton. Last season, well, there just isn't anything to talk about. I was glad that my foot felt well enough to allow me to get near the practice floor again. But it just didn't respond quick enough...to allow me to play last season. We had some good games this season and I thought we were about to come together in the playoffs, but unfortunately, Detroit got the jump on us. I'll be glad to get the 1988-89 season started.



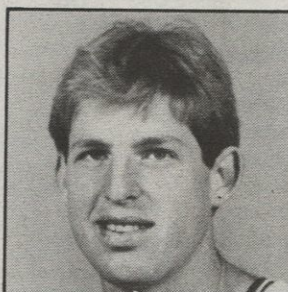
Larry Bird

Larry Bird. I was very disappointed in the ending of our season. We had the Detroit series in our hands, but when we lost a big lead in Game Five, well, then, I guess we deserved to lose. I think we still have one of the best assembled groups in the league, and as regarding changes, I have to go back to what Red says: "Don't panic." I thought an important memory for us this season is our success against New York and Atlanta in the playoffs.



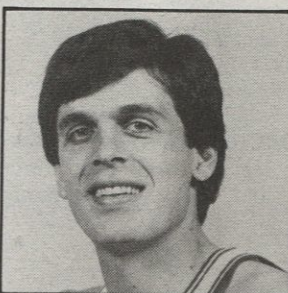
Chris Ford

Chris Ford. I think that you have to look at the record. We didn't make it to The Finals this season, but we went very far with our team. The key ingredient as far as I'm concerned is the fact that we were still playing when nineteen other teams in the league were still home. I think we still have a strong nucleus and a good group of promising youngsters to keep building upon.



Brad Lohaus

Brad Lohaus. I was very proud to be with the Celtics and I like being in Boston. There is just an immense amount of talent in the NBA, especially underneath the basket, where I play. Everybody is tough (every rebound is contested) and it's far advanced from play at the collegiate level. I thought we played well this season, and personally, the memory I have is learning the ropes as a rookie.



Kevin McHale

Kevin McHale. I hated the fact that we weren't able to beat Detroit, especially when we won the fourth game in Detroit and seemed to have the series under control, with two of the final games in Boston. But they came back and won on our home court and that's something you have to give them credit for. I was grateful that I was able to come back from a scary injury from the previous season. But anytime you don't win the championship, especially on our team, there is something missing.

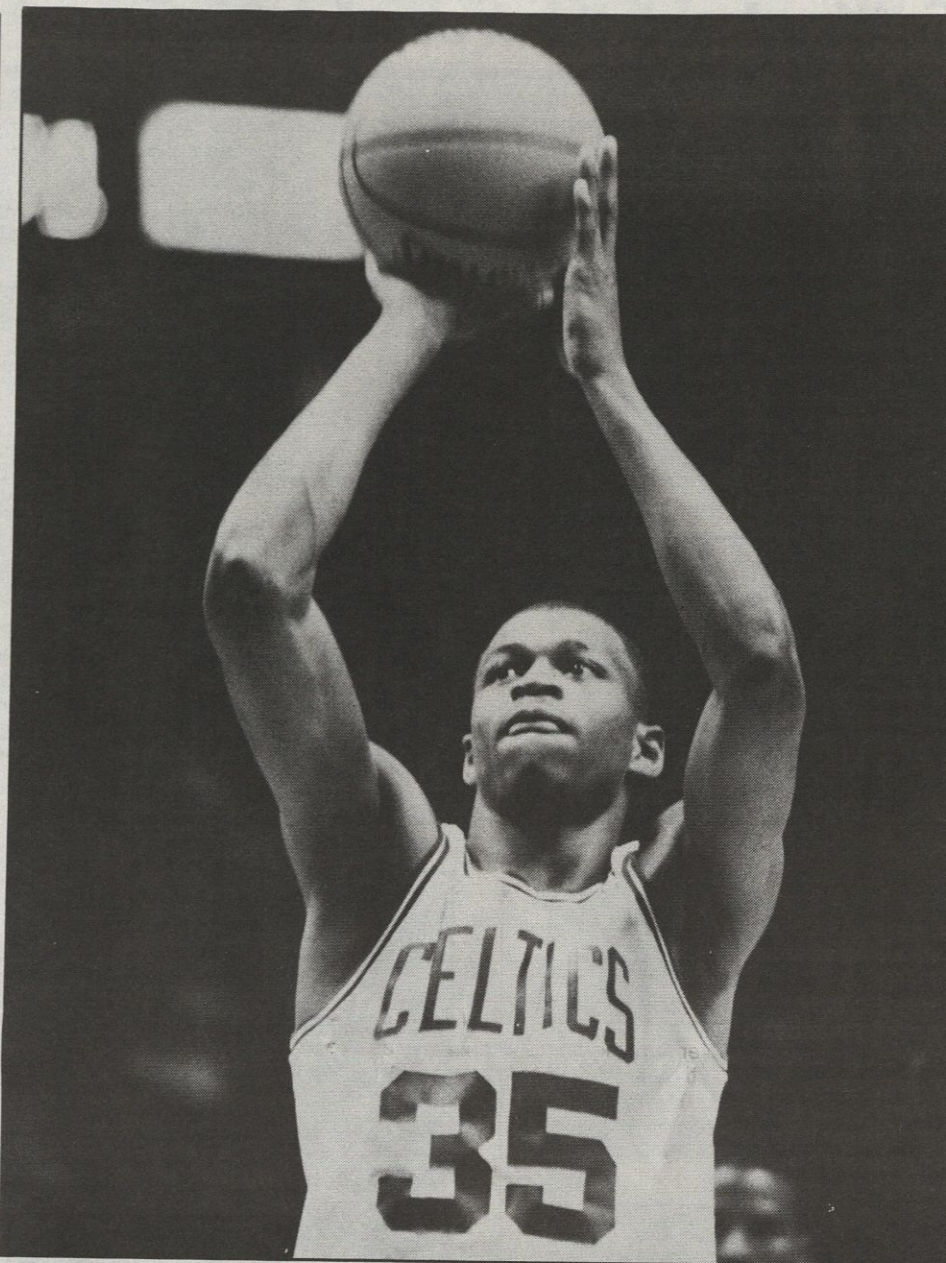


CELTICS CONFIDENTIAL

By Bob Schron

Summer Doings. Many different directions for Celtic Management and players this summer... **Danny Ainge** spent most of the month of July in on vacation in San Diego with his family... Then, after a brief stop-over in Boston, it was down to Charlotte to play with the NBA All-Stars against the United States Olympic Team... **Bill Walton** continued working hard on rehab in San Diego and fully intends to be back with the Celtics in the fall... **Larry Bird** was vacationing back in Indiana, doing a lot of fishing and planning his annual golf tournament in mid-August... A tribute was being planned by the Jimmy Fund for Celtics Vice-President of Basketball Operations, **K.C. Jones**. It will be held in Manchester, New Hampshire and details for the September 23rd event can be obtained by contacting the Celtics office... **Kevin McHale** was back in Minnesota, with his family... McHale was doing some hunting and fishing above Hibbing with close friends... **Brad Lohaus** and **Mark Acres** were planning on following up on their summer workouts by attending the Pete Newell Big Man Camp scheduled to be held in late August... **Tommy Heinsohn**, **Johnny Most**, and Celtics PR Director **Jeff Twiss** represented the Celtics at the annual Sports-channel Golf Tournament in Andover out of Boston... **Jimmy Rodgers** proudly reported that his sons Tim and Matt are doing extremely well at Tufts and Iowa respectively... Tim's a junior in Communications at Tufts and Matt, a sophomore at Iowa, is majoring in liberal arts and will likely get more playing time at the quarterback position in that very competitive Big Ten Conference... The annual Celtics media guide, prepared by **Jeff Twiss** and **David Zuccaro** will feature a tribute to the late **Howie McHugh**, who pioneered the department in the Celtics' offices in the fifties, sixties and seventies... Assistant Coach **Chris Ford** took the week following rookie camp to visit his son Chris Jr. who was attending the **Wayne Embry** Basketball School in New Hampshire.

Robert Parish held his annual Basketball Camp at New Hampshire College in Manchester, NH. **K.C. Jones** and **M.L. Carr** were guest lecturers at the camp which is now in its fourth year... **Dave Cowens** also had his camp in Weston; Cowens also was part of a celebrity softball game in his role as President of the New England Sports Museum... **M.L. Carr** was a featured guest on a moonlight cruise Quinlan Press gave for its employees in Boston last week... *Correction*. It was reported in the last issue of **Celtics Pride** by this writer that a final decision had been made to leave the pin in **Kevin McHale's** foot. That pin was placed there in surgery in June of 1987 after McHale suffered a fracture. However, **Dr. Arnold Scheller**, the Team Doctor of the Celtics, according to sources, had not made a final determination, with McHale, on the status of the foot. This decision will be made in the next month. McHale has reported that the foot feels very well, though... **M.L. Carr** and **K.C. Jones** were also featured guests at the **Brad Lohaus-Reggie Lewis** and **Mark Acres** Rookie Summer Basketball Camp, the first of its



Reggie Lewis: Signed Multi-Year Pact

kind (i.e., a summer camp given by rookies), that was held August 8-12 at Thornton Academy in Saco, Maine. Sponsors for the event included Reebok, Poland

Spring Water, Arby's of Saco and Windham, ME, Wilson Sporting Goods, WIDE AM Radio, Sports Channel/New England and Tom's of ME... Later that

1988-89 Boston Celtics Roster

No.	Name	Pos.	Hgt.	Wgt.	College	Years Pro
42	Mark Acres	F-C	6-11	225	Oral Roberts '85	1
44	Danny Ainge	G	6-5	185	Brigham Young '81	7
33	Larry Bird	F	6-9	215	Indiana State '79	1
53	Artis Gilmore	C	7-2	265	Jacksonville '71	17
3	Dennis Johnson	G	6-4	202	Pepperdine '76	12
35	Reggie Lewis	G	6-7	195	Northeastern '87	1
54	Brad Lohaus	F	7-0	230	Iowa '87	1
32	Kevin McHale	F-C	6-10	225	Minnesota '80	8
11	Dirk Minniefield	G	6-3	180	Kentucky '83	4
27	Gerald Paddio	G-F	6-7	197	UNLV '88	R
00	Robert Parish	C	7½	230	Centenary '76	12
4	Jim Paxson	G	6-6	210	Dayton '79	9
20	Brian Shaw	G	6-6	190	UCSB '88	R
52	Stojko Vrankovic	C	7-2	260	—	R/FA
5	Bill Walton	C	6-11	235	UCLA '74	14

HEAD COACH:	Jim Rodgers	Iowa '72
ASSISTANT COACH:	Chris Ford	Villanova '72
	Lanny Van Eman	Wichita State '62
SCOUTS:	Forddy Anderson	Stanford '46
	M.L. Carr	Guilford '73
	Sam Jones	North Carolina Central '57
	Rick Weitzman	Northeastern '67
	Misho Ostarcevic	Brigham Young '77
TRAINER:	Ed Lacerte	Boston University '82

week, it was anticipated that current Celtic players **Dennis Johnson** and **Robert Parish** would also appear.

It was reported in *The Sporting News* that the Indiana Pacers offered the Celtics **Chuck Person** and their Number One, the second pick in the whole draft, for **Larry Bird** on the eve of the draft. The Celtics refused... **Reggie Lewis** was signed to a multi-year pact on the eve of the Rookie Camp, which Lewis played at. "I'm very happy for Reggie and for the ballclub," said **Jimmy Rodgers**, the Celtics first year coach. "Because Reggie has become a good, solid contributor to the club..." **Forddy Anderson** will apparently take over the role formerly held by **Ed Badger** as chief scout of national scouting for the team... Badger left the Celtics in June to take the Assistant Coaching position of the expansion Charlotte Hornets under friend, **Dick Harter**... Harter was most recently the assistant with the Pacers which filled its head coaching position with **Dr. Jack Ramsay** two seasons ago. Badger had interviewed for the head job with the Pacers before it was designated for Ramsay... The Celtics brass, including **Jan Volk**, **Jim Rodgers**, **K.C. Jones**, **Chris Ford** and **Forddy Anderson** took in the European Championships, as reported in this magazine last month. Anderson was very impressed with the possible future Celtic, **Stojko Vrankovic**, the 7-foot center on the Yugoslavian National Team. "He has the physical skills which we knew he had," commented Anderson. "He has superior jumping ability and he has the ability to run the floor as well as anybody. What he also does is take up space underneath. He has outstanding timing in his shot-blocking, too. He does need to learn some of the subtleties of the American game but we think he'll be able to do that." The problem is that Vrankovic might be under contract in Europe; **Jan Volk** was huddling with Vrankovic's American representative, **Mike Carey** for forty-five minutes at the Celtics Rookie Camp earlier this month... Carey, who covered the Celtics as a writer for *The Boston Herald* had high praise for **K.C. Jones**, the outgoing coach of the Celtics: "I think K.C. was an outstanding coach, both strategically and in the way he handled his men. K.C. was a master at that, really and I think, it's the most underrated quality of a coach in pro sports: getting your entire team to place the team goal ahead of the player's personal goal."

Former Celtic **Cedric Maxwell** and his wife **Renee Maxwell** visited with Danny and Michelle Ainge when Ainge played with the NBA, when the NBA All-Stars faced the Olympic Team in Charlotte... Maxwell is reportedly in the best shape of his career, as he prepared for his eleventh season in the NBA under **Don Chaney** in Houston... the Neurofibromatosis Research Institute, Inc. has established a grant in the name of K.C. Jones at Massachusetts General Hospital... "The K.C. Jones NF Medical Research Grant will be funded by the monies raised from the 3rd Annual K.C. Jones Charity Golf Tournament, which was held on July 25th in Bolton, MA... The goal for the tournament was \$100,000... Kevin McHale appeared at John Salley's basketball camp this summer. The two became friendly, ironically enough, during the Detroit six-game victory in the playoffs in the Eastern Conference Finals.

At Home with Dennis Johnson

D.J.'s Summer was one of Rest, Relaxation and Reflection

By Bob Schron

Dennis Johnson leaned back in his home outside of Boston. It was the middle of summer and he was a man at ease; the basketball season was nearly three months behind him, a new one a slight distance ahead. There was a moment in his fast lane professional world to take stock. His respect for the Boston Celtics organization is deep because as a player who is noted for rising to his best when the stakes are highest, Johnson understands a winner when he sees one.

"I look back at my career and I see three distinct phases. The first, as a young player in Seattle, when personal recognition was at a maximum. Then after being traded to the Phoenix Suns... I was lost. The third stage is right now, in Boston, where the essential difference is that we, as a family, have been very satisfied and happy. We know where we are going."

"I guess the highest tribute I can pay to the (Celtics') team is that as a veteran player, I feel very fortunate because I can go out there to play and not have to worry about distractions. I can keep my mind focused on basketball. That is because the Celtics are totally committed to winning."

Dennis and Donna Johnson have one son, Duane, a lively eight-year old who is a delightful extrovert. Duane has an interest in music (He plays the drums), sports, animals as well as displaying a high level of achievement in mathematics. In an interview several years ago in Phoenix, Dennis described Duane's birth as "being one of the highest feelings any man can have." Now, in Boston, they have continued to structure their lives around the child. They spent the better part of the most recent basketball season remodeling the downstairs area for their son. The downstairs area is a large room with drums, video games, and a large screen TV. Off of both ends of the area are spaces for both parents. Donna, a maturing professional artist, has her studio in very humble surroundings: a small unfinished area that has just enough room for her supplies, her table and walls for her paintings (oils and pastels) in progress.

At the other end, Dennis's sauna, whirlpool and weight room, much needed during the gruelling season, are housed. The addition to the Johnsons' lovely cape-style home fits their self-description. "We don't go out much and when we do, it's usually just something simple," observed Donna. "We see a lot of films, everything from Clint Eastwood to Eddie Murphy. We like to go to the movies because it's a way of getting out and having a peaceful evening, too." Good-naturedly, they acknowledge that it's sometimes difficult for Dennis to go out in public; most times, autograph seekers and well-wishers constantly pursue the Celtics' star.

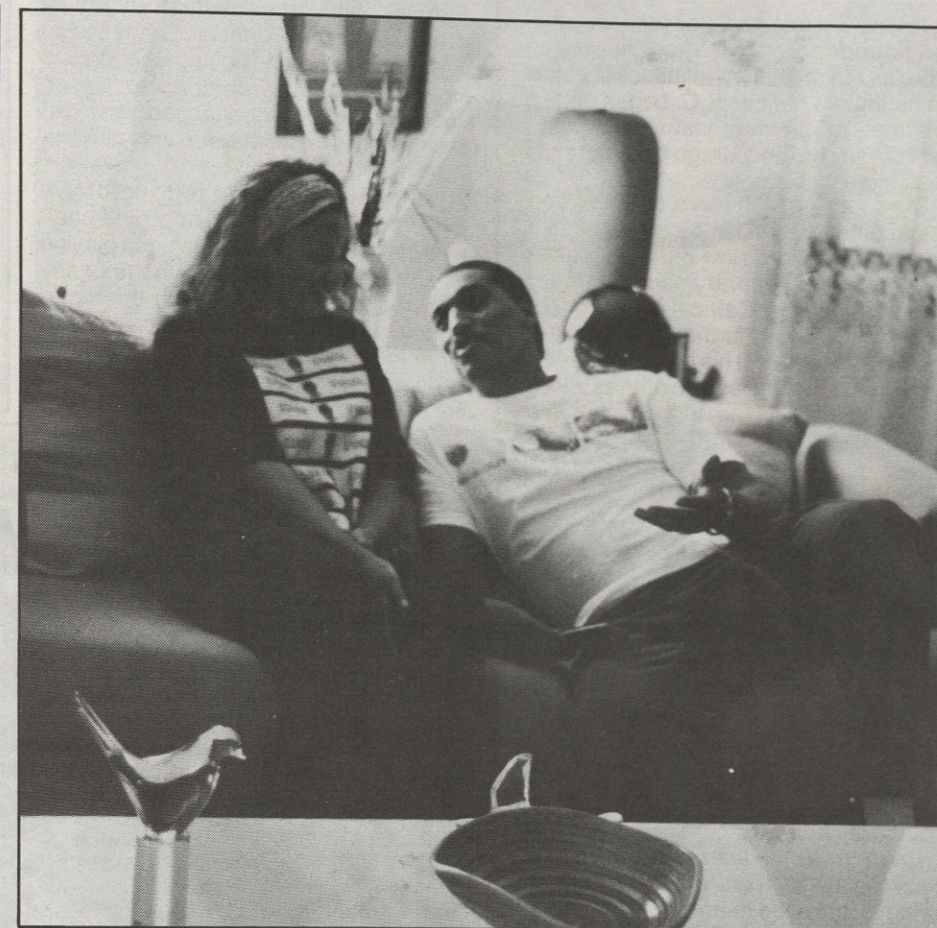
"You're so good about it," says Donna to Dennis.

"Yeah, I guess so. I look at it this way. If I made a decision to go out in public, then I'll be generous about it if people come up to me and want my autograph, or whatever. That is, unless they get too pushy."

"But we like the movies, too. It's dark in there. People can't really see us."

"And they want to watch the movie, too."

Unquestionably Dennis Johnson is one

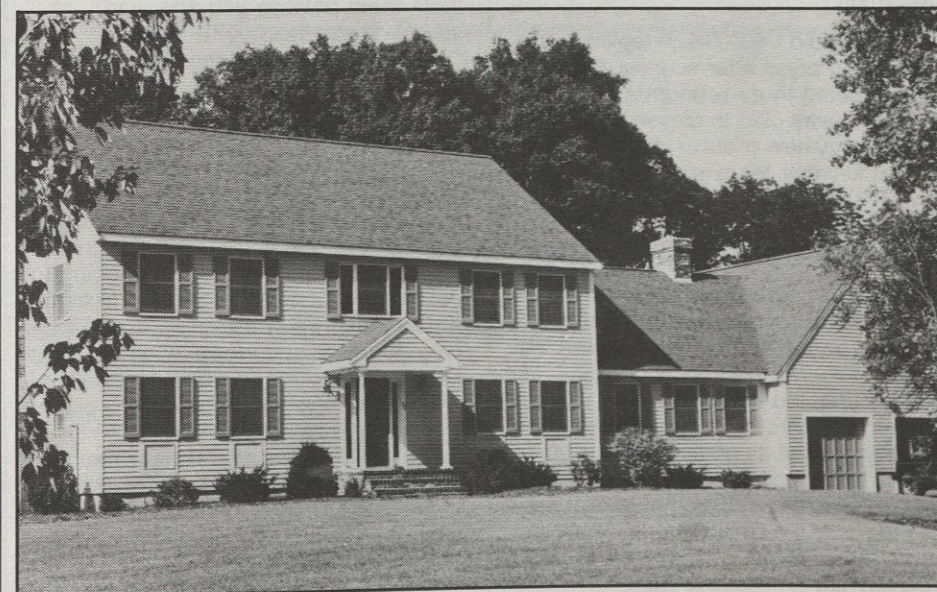


Dennis with his wife, Donna

of the finest guards to ever play the game. The eleventh leading active scorer in the NBA heading into the 1988-89 season, Johnson has nevertheless sublimated his personal goals to contribute to three team championships over a twelve year career. He has won recognition as first team All-Pro and first team All-Defense in the league (as well as the starting guard on the Western All-Star Team earlier in his career). He has won the NBA Playoff MVP, perhaps the highest honor a professional athlete can win in team sports. Yet, despite these achievements, he has also been traded twice, a rarity for a player of his magnitude. His has been an eventful career.

But this is a man who has reached the top because of his talent and competitive drive. He suffered the indignity of being bartered. He pressed on. "Both circum-

stances were difficult," he said of his trades from Seattle to Phoenix in 1980 and his trade from the Suns to Boston in 1983. "We heard about the Seattle trade when we were overseas and after that, I made sure that I would play so well it wouldn't happen again. But I think Phoenix was more interested in filling their arena than winning the championship, so looking back, I'm glad the way things worked out. But being traded from Phoenix hurt, too. I was sitting in Jerry Colangelo's office two days before I was traded, and he never let on anything was up. It's a tradeoff, I think: A player renders service in good faith, to the best of his ability. I think the team owes something back to him when he's traded or if something is in the wind. It's ironic; I was supposed to go in and sign a new contract the day I was traded. But I've been fortunate. Each time



The Johnson Residence

we've been traded during the summer so we've been able to find new schools and a new home without the pressure of being in the middle of the season. That really puts stress on the family. You have to numb yourself eventually. You have to make it impersonal. It's like being transferred in a different type of profession. I was hurt for a few hours... the rest of the day. But I have a firm philosophy: I don't look back on what I've done in the past seven years. I look forward to what I have to do today and in the coming months."

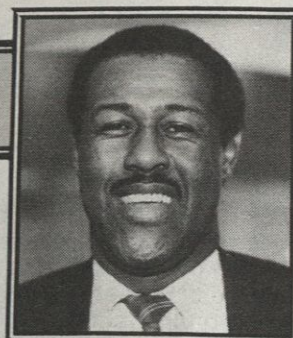
The Johnsons have a professionally intriguing marriage because Donna, as an artist and Dennis as a professional athlete, share the common creative experience. "Donna will go down to her studio after breakfast, DJ says. "From 11 AM she'll be down there, until 2 AM the next morning. Then, the next day, she'll keep returning to what she's completed. Just to study it. "I want to see how it developed," Donna replied. "Take it (the picture) back through my memory, step by step. It's similar to how you study the game. When you're watching tape after tape of your opponents."

DJ was asked what playing the game at his best was actually like. "It's the best feeling," he said. "It's you at your happiest moment. In its own way, it's similar to winning the championship. It's like there's nothing you can't conquer. You could have two teams against you (and you'd prevail). It's a clear thought: You and your teammates, and you and your feelings about the game. It's like your first love. You could be in the darkness and still see the hoop, you'd know exactly where the basket is."

Johnson has known both high points and low ones in his career. He's won recognition and acclaim as a Celtic, renowned as a superb pressure player. But he's also been criticized because many in the media felt this past season that he was having difficulty motivating himself for the regular season. Johnson answered calmly. "I have some strong feelings about that. My approach to criticism is that if I'm criticized, it's your opinion. I have the right to reply to any criticism and my rule is basic: I won't criticize my team or my teammates. So I'm free to say what I need to say. I think the specific criticism is wrong. I think my teammates understand that I play hard, that I know myself fully as a player and I know what it takes to win. I know that there are many, many days during the season that I can't even move out of bed at 8 AM without stretching totally. Sometimes I ache that badly. I don't fear pressure and that goes back to my second and third years in the league, when we went to The Finals each time. In Game 7 the first year, I couldn't hit one shot. Not one, and we lost. That summer, I worked and worked and worked—I wouldn't ever allow that to happen again. And the following season, it all paid off: I hit the biggest shot of the series and we won the title."

"I was able to rid myself of that failure. And I don't fear failing now. Because I know my teammates realize I've done everything I can do to help us win."

"Do I consider myself one of the best in the game? No. Otherwise I couldn't keep striving. Otherwise, I think I'd be ready to retire, and I'm just not ready to leave the game yet."



AS I SEE IT

By M.L. Carr

Rodgers at the Reigns

Last issue we talked about the difficult ending of our season. It is never easy concluding a season on a losing note. Losing to the Detroit Pistons in the Eastern Conference finals left all of the team members with an empty feeling. I think the team hit a physical and emotional wall in their last series. It's always a difficult summer after you've been defeated, an off-season when you go around asking yourself: *What went wrong?*

But you go on, and the Celtics have a positive factor heading into the upcoming season. Jimmy Rodgers takes over as Coach of the team and for a number of reasons, this should help the ballclub.

Jimmy Rodgers has been the last Assistant Coach in the league for the last several years, waiting patiently beside Bill Fitch and K.C. Jones learning and digesting the intricacies of the NBA. Most of all, he has learned what makes players in the NBA tick. After nearly twenty years as a top assistant, he steps into the job with a tremendous amount of experience and with the ability to get the maximum effort out of his players. The team will need Jimmy this year because the Celtics are in a state of transition. The team will need patient guidance and watchfulness this year.

"I see Jimmy Rodgers's career as a parallel to K.C.'s career. Both men waited for their shot and both men have the added wisdom to draw on their resources"

I believe we are in a period of transition, perhaps obvious from the outside, but still, difficult to achieve when you are working with change on a daily basis. Robert Parish, Dennis Johnson, Larry Bird and Kevin McHale are aging, and now the task in front of the coaching staff is to be able to reduce the playing time agreeably and find a way to work some of the younger players in for longer minutes.

The challenge for Jimmy Rodgers is finding the right balance, because the transition time is here. The prime of a basketball player's career is between the ages of 29-31. After that, the main task is to find a way to keep the team functioning in its prime. Will there be a problem for Jimmy to rest veterans for more minutes than in the past? I don't think so — I made the point in our last issue that Jimmy is an excellent communicator and I sincerely believe this will guide him through. Jimmy's open and honest and the players respect him for that. I think they will see there are three main requirements for this team to return to the top. First, I think the

veterans will need to play less, second, the younger guys will then be playing more and third, this will influence the style of the team. I believe K.C. began getting the team to run more last season and I think Jimmy will encourage the team to do even more of that now.

The coaching staff has a difficult camp ahead of them, but Jimmy already has a bonus: Chris Ford now moves up after serving as the second assistant under K.C. and the new Celtics' head coach. He's now advanced further in his own education as coach and his input will play an even greater role, especially as more young players, such as Brian Shaw, come

on to the team (K.C. always encouraged Chris's input. Now it reaches another level).

Is the description of the camp ahead as potentially being "difficult" an accurate statement? I think so. Last season's playoffs (Atlanta's near-miss; the defeat to the Pistons) enabled other teams to think they can beat Boston. Formerly, teams would come into the Garden hoping for a win and when they did lose, they weren't even upset. But all of that changed after last spring. Other teams believe they can win here.

In my view, the Celtics are going to have to work in Pre-Season camp. The challenge is to break camp acting and playing as if they were champions. In the condition of a title-holder and with the confidence and mental toughness of the kingpin. I think the Celtics are smart enough to realize where they are as players and will make that type of commitment

in their respective way. There will be added manpower to be sure, including a fine group of second year players led by Reggie Lewis and the impressive rookie, Shaw. The team needs to emerge from camp hungry and focused. They need to start the season healthy and of a single mind.

I see Jimmy Rodgers's career as a parallel to K.C.'s career. Both men waited for their shot and both men have the added wisdom to draw on their resources. Thus as K.C. utilized Red Auerbach and Jan Volk (as well as Jimmy himself), so Jimmy too will draw upon the experience of the front office, which now includes K.C. K.C. brought a special type of commitment to his first year as coach of the Celtics in 1983 and I'm certain Coach Rodgers has the same type of drive to excel in his new position. I really see the Celtics having another strong season. It would be foolish to write this team off.

Brian Shaw Impresses Celtics' Brass

"Great Poise and Good Defense"

By Bob Schron

The Celtics' General Manager Jan Volk and Celtics' Coach, Jimmy Rodgers had more than a passing interest in the Olympic Team-NBA All-Star Game in Providence, less than an hour away from Boston.

Brian Shaw, the team's first round draft choice in the 1988 draft, gave it his best in trying to make the team.

"There's nothing better in this world than playing against someone and have them point to you afterwards and say, 'Who was that guy?'"

...Brian Shaw

Not surprisingly, after the game at the Providence Civic Center, won by the Olympians, 90-82, Shaw was a center of attention from the media, drawing as large a crowd around him as the marquee types on the team, including Danny Manning of the Los Angeles Clippers and David Robinson of the San Antonio Spurs who were the first picks in the two most recent NBA drafts.

"I think I did OK," Shaw replied to the assembled press after scoring six points and notching three rebounds and three assists. "I was glad to play in front of the fans and my new coach, Coach Rodgers. But the Olympic team is on my mind right now. These games (against the NBA) are a good experience for us because we're playing against top-notch competition."

Shaw has been part of a type of basketball graduate school since completing his senior season at Cal-Santa Barbara where he averaged 13.3 ppg, 9.1 rebounds (that led the conference) and 6.1 assists per contest. Of little renown when the team began its preliminary tryouts at Colorado Springs in May, Shaw is on his way to becoming a household word when he reports to the Celtics camp. Shaw has some thoughts on that, as well on what enabled him to make the team.



Brian Shaw: Concentrates on Versatility

"I've never minded being an unknown," Shaw said. "There's nothing better in this world than playing against someone and have them point to you afterwards and say, 'Who was that guy?'"

"I think what helped me stand out was my competitiveness. At the beginning of the trials, I was guarding guys like Sherman Douglas (of the Syracuse team that came within one point of winning the 1987 NCAA championship) that were a shade quicker than me. But I was sure I pressed them all over the court, even if I thought they had a step on me. If I was going to get beat, I was going to get beat trying to do the right thing. (California players) may have the reputation for playing soft, but I'm tough when the time calls for it. What I try to do is be versatile so I'm not a player that can only help in one way."

"I thought he handled himself real well out there," commented Rodgers after the game in Providence. "He has great poise with the basketball and plays good defense. I was impressed."

Shaw has had continual contact with

the Celtics. He was watched frequently at the Washington D.C. workouts by Red Auerbach. Red took Shaw out to dinner where he explained the Celtics' system to the rookie. Rodgers told the draftee that he (Rodgers) was looking forward to having Shaw with the team after the Games.

"(California players) may have the reputation for playing soft, but I'm tough when the time calls for it. What I try to do is be versatile so I'm not a player that can only help in one way."

...Brian Shaw

Brad Lohaus, Reggie Lewis and Danny Ainge, who played with the NBA Team — Lohaus and Lewis in Providence and Ainge in Charlotte — also spoke with the 22-year old during the exhibition tour.

The NBAPA Awards Dinner

NBA's Greatest Stars to be Honored September 25

By Bob Schron

The National Basketball Association's greatest stars will be honored for their 1988 accomplishments at the Eighth Annual NBA Players Association Awards Dinner to benefit the Little City Foundation on September 25, 1988, in Chicago, Illinois.

More than 60 NBA stars will attend including Michael Jordan of the Chicago Bulls, Earvin Johnson of the Los Angeles Lakers, Isiah Thomas of the Detroit Pistons, Alex English of the Denver Nuggets, and Rolando Blackman of the Dallas Mavericks.

Players to be honored

• **Michael Jordan**, guard, Chicago Bulls: Most Valuable Player, Leading Scorer, Steals Leader.

• **John Stockton**, guard, Utah Jazz: Assists Leader.

• **Mark Eaton**, center, Utah Jazz: Blocked Shots Leader.

• **Craig Hodges**, Phoenix Suns: Three-Point Field Goal Percentage Leader. (Cage was recently traded to the Seattle SuperSonics.)



Isiah Thomas and Magic Johnson at last year's dinner.

• **Jack Sikma**, forward, Milwaukee Bucks: Free-Throw Percentage Leader.

• **Michael Cage**, forward, Los Angeles Clippers: Leading Rebounder.

• **Kevin McHale**, forward, Boston Celtics: Field Goal Percentage Leader.

• **Mark Jackson**, guard, New York Knicks: Rookie of the Year.

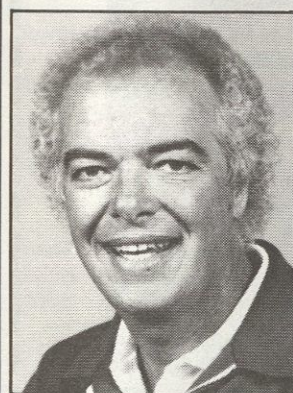
• **Danny Manning**, of Kansas and Hershey Hawkins of Bradley University: College Players of the Year.

This is the only national dinner sanctioned by the NBA Players Association. It has raised more than \$3 million for Little City Foundation's national programs for people with mental retardation and community of 300 children and adults with mental retardation. Little City Foundation is based in Chicago, Illinois.

Some of the other current and former NBA stars expected to attend include Bob Lanier, Quinn Buckner, Junior Bridgeman, and Wayne Rollins of the Atlanta Hawks.

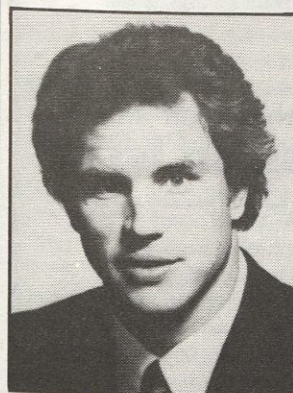
More than 2000 fans will attend what is considered one of the nation's most successful sports awards dinners. It begins at 4:30 p.m. at the Hyatt Regency Chicago Grand Ballroom, 151 E. Wacker Drive, Chicago, Illinois 60611.

ROUNDBALL SPOKEN HERE



Jimmy Rodgers

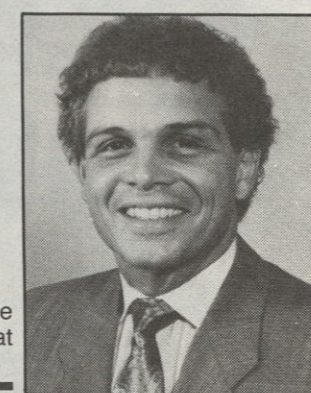
Jimmy Rodgers on his coaching approach: "I believe in something I call fundamental creativity. We will be strong in the fundamentals but we'll let our talents create opportunities, too. But I've been part of the system we have now. I've helped K.C. and Chris (Assistant Coach Chris Ford) put it together. And you can't quarrel with the success we've enjoyed."



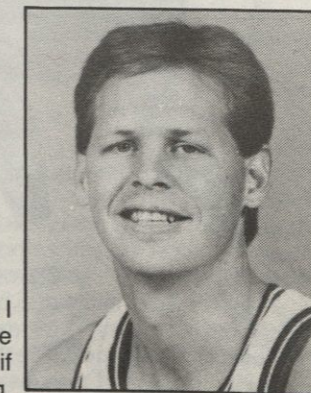
Mitch Kupchak

Mitch Kupchak, Lakers' Assistant General Manager on Brian Shaw, Celtic #1 draft choice: "Brian Shaw was definitely on our (draft) list. Because first, he's got great character. He's a nice person. He's got great size. He's got savvy. He always seems to be around the ball, whether it's a big rebound or a loose ball. The question mark with him is his shooting. Can he knock down the 15-to 18-footer? We saw him in one game and he had 21 in the first half, so maybe he can. Picking down where we were, if he's there, you grab him."

Mike Fratello, the Hawks' Coach, on Robert Parish's rebounding ability: "When he goes up for an offensive rebound, it's like he has a six-inch extension on his arms that goes out and gets the ball."



Mike Fratello



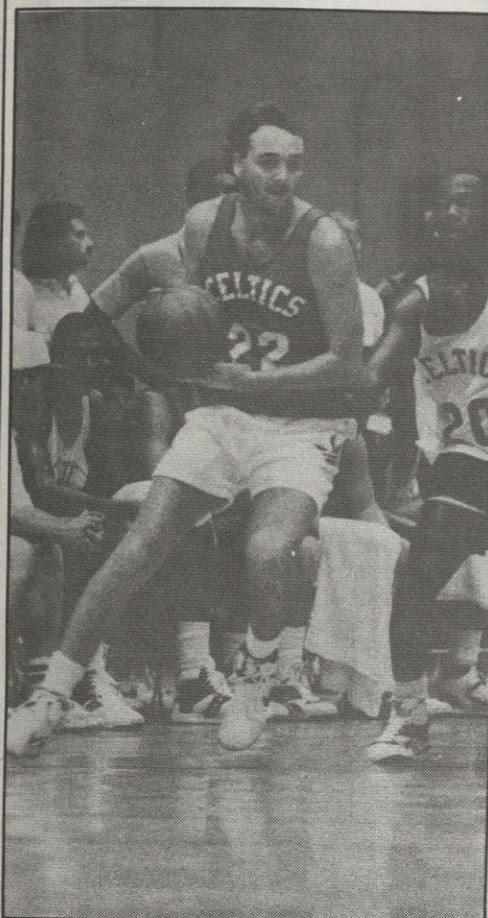
Danny Ainge

Danny Ainge talks about his dreams of still playing baseball: "Sometimes I still wish I would have proven I was a good player. I know if I had quit basketball after two or three years in the NBA, people would have said, 'Aw, he never would have made it.' I know if I had stuck with baseball, I would have made it, too. In that respect, it's a little disturbing. But I don't miss it — especially when I'm on the golf course in the summer."

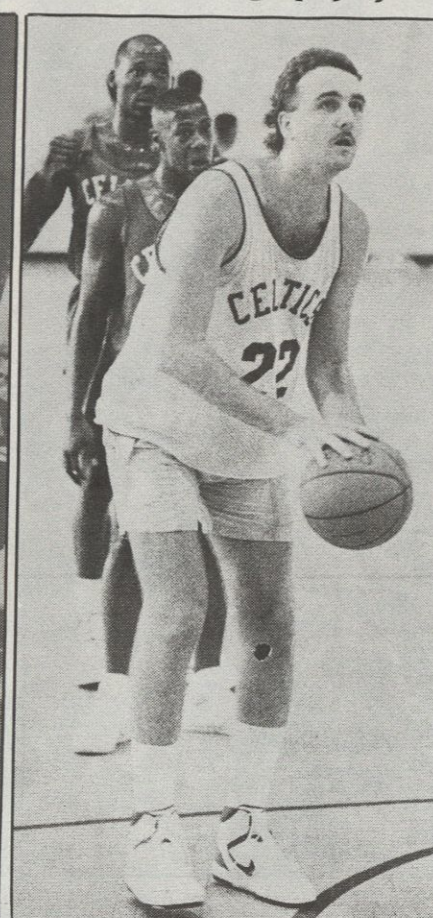


Celtics Rookie Camp '88

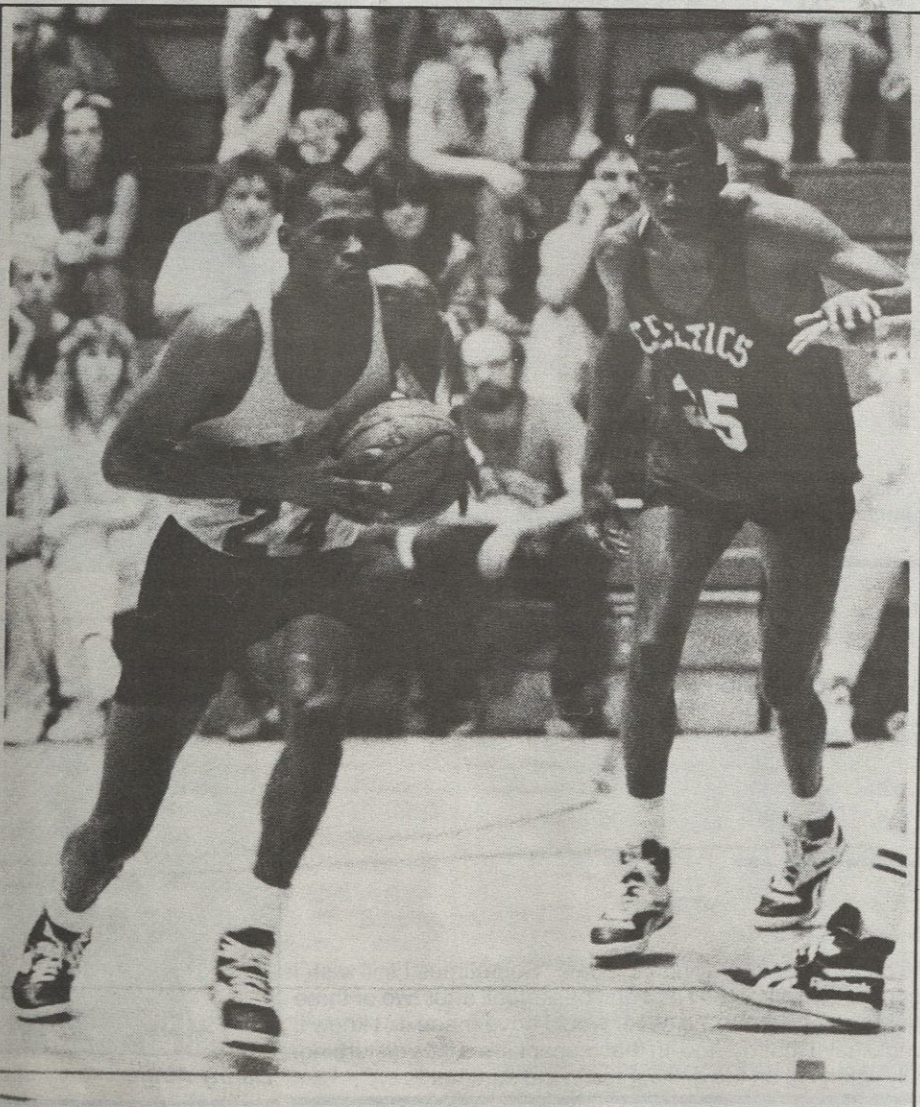
Photography by Steve Lipofsky and Moira Mills



Eddie Bird: Familiar Style?



Jimmy instructs the troops.

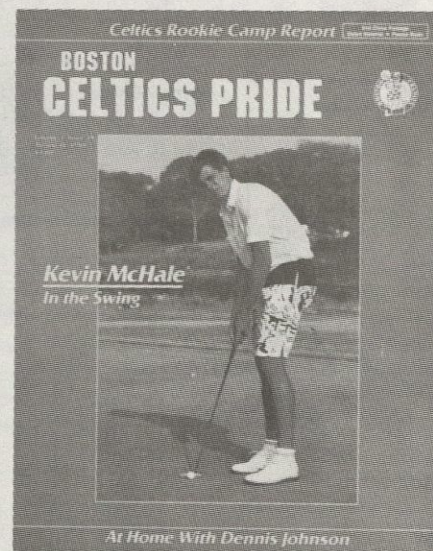


Gerald Paddio makes his move.

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The Kevin McHale Golf Tournament

145 Participants lent a Hand for Special Olympics

By Cal Graham

At least one world record was broken at the second annual Kevin McHale Golf and Tennis Tournament for the benefit of Special Olympics.

"No doubt about it," said McHale. "I would say (Celtic team physician) Arnie Scheller lost more than three dozen golf balls in less than 18 holes. And that's a conservative guess. Arnie kept hitting them deep into the woods and then reaching into my bag to grab a few more. By about the 14th hole, I looked into my bag and saw I had only three balls left—and I started with two dozen in my bag. I told him right then to either start hitting the ball straight or become a spectator. He's a hell of a surgeon, but on the golf course Arnie's hazardous to everyone's health."

The tournament, which was hosted by Ocean Edge resort in Brewster on July 11, attracted more than 145 participants, including a wide range of celebrities. In addition, a crowd estimated at 3000 was on hand to view the less-than-serious competition.

"We had a few celebrities who can hit the ball 250 yards consistently," said McHale. "Guys like (Bruins forwards) Lyndon Byers and Cam Neely, (free agent 7-0 center) Chris Engler, (recently retired Patriots linebacker) Steve Nelson, and (pro wrestler) Big John Studd all can mash the ball. Unfortunately they don't have a clue where the ball is going to end up. The word 'fairway' isn't in their dictionaries."

Other athletes who competed in the tournament included: Celtic Player Personnel Director KC Jones, Celtics assistant coach Chris Ford, Hall of Famer John Havlicek, who still takes every game he plays quite seriously, Celtics scout Rick Weitzman and ex-Celtic great "Jungle" Jim Loscuttoff.

"I was really surprised to see KC," said McHale. "He had flown the whole day before after scouting the European Tournament. To come and play in this tournament was just an unbelievably nice thing to do. It's a typical class gesture by KC."

In addition to Nelson, the NFL was represented by another long-time Patriots leader, quarterback Steve Grogan; retired Patriot "Sugar Bear" Ray Hamilton; former Patriot Tim Fox, Ex-Pats lineman Dr. Bill Lenkaitis and New Orleans Saints lineman Steve Trapilo.

"Nobody said a word when one of those guys missed a shot," said '84 Olympic marathon medalist John Treacy of Ireland, who is a strong contender for the gold medal in Seoul. "I know I wouldn't want to get any of those guys in a bad mood. I'm not even sure I could outrun them. They all looked in pretty good condition."

Representing the Bruins were Nevin Markwart, Jay Miller and Craig Janney, Rick "Nifty" Middleton, scout Jean Rattelle, and former Bruin Tommy Songin. Other hockey figures included: Pittsburgh Penguin and Olympic star Kevin Stevens, Harvard and Olympic standout Alan Bourbeau, Maine Mariner head coach (and AHL Coach of the Year) Mike Milbury, and Bruins color commentator Derek Sanderson.

"What can you say about hockey players playing golf?" said McHale. "They've got that slapshot golf swing. To be honest,



Kevin McHale: Leader of the Pack

I don't know how they score so well because their swing doesn't come close to resembling good golfing form. But they all score well. In fact, Jay Miller's team won this year and Derek's team won last year. I might just try a few slapshot swings myself and see if it improves my game."

The NBA players were represented by Portland Trail Blazer guard Jerry Sichting, 76ers guard Gerald Henderson, Nets forward Kevin McKenna, Jazz guard Bobby Hansen, Miami Heat guard Jon Sundvold, and former Celtic center Rick Robey.

There were also two actors who were very popular with the female spectators. Mark Goddard who starred in "Lost in Space" and "General Hospital," and Brody Grier, who played "Bear" on CHIPS were, in the words of McHale, "so great with both the spectators and their playing partners that I'm still hearing about how thrilled people were to get to meet them in person."

The tournament also had some excellent representation from the media. The Celtics radio team of Johnny Most, who introduced the celebrities, and Glenn Ordway were on hand. Channel 4's Bob

Lobel, Channel 5's Mike Lynch, Channel 7's Gary Gillis, Bruins commentator Dave Shea, Will McDonough from the Globe and Tim Horgan from the Herald, Professional Basketball Writers' president Don Greenberg and Hartford Courant Celtics writer Peter May all competed. "I'd also like to thank my friends Tank and Oedipus from WBCN, two guys who are excellent examples of what non-athletes look like," said McHale.

"It was a fun weekend for everybody who came to Ocean Edge," said McHale. "There's so many people and corporations I'd like to thank for their support. Procter & Gamble brought in their top 50 accounts and made a huge donation to Special Olympics. Wyeth Labs held a Sports Medicine Seminar and also contributed to the charity. American Airlines provided us with the opportunity to bring in players from across the country and really did a great job coordinating all the reservations."

"Wilson Sporting Goods provided golf clubs, basketballs, Roger Clemens baseball gloves, golf bags and many more prizes. They really went out of their way to

be generous for this cause. The same goes for Converse, which made a donation and provided prizes. Budget Rent-A-Car provided us with three huge vans for transportation all weekend. And Mo Wyman's Burger King franchises donated the food for the concession stands. Miller Beer and Coca-Cola were also tremendous to us."

McHale also thanked NYNEX for its donation of a mobile phone, Eastco Distributors for their donation of a VCR, the Boston Celtics for its many auction and raffle donations, the Boston Bruins Pro Shop for donating the tournament shirts, Titleist for providing numerous prizes for winning teams, Bushnell for donating a pair of binoculars, HBO for its contributions, General Cinemas, Zooms athletic apparel, Salem Screenprinters, The Four's Boston Restaurant, The Commonwealth Brewery, Tower Records, Columbia Records, RCA Records, National Amusements and, Capital Analysts. Also, special thanks to Johnny Most and Glenn Ordway for their contribution of Sports Fantasy Tapes; to Kurt Sokolowski, head golf pro at Framingham Country Club for donating five free golf lessons; to Sally Ling's restaurant for their donation of gift certificates; and to MacGolf computer golf games for contributing several of their products.

"I hope I haven't forgotten anyone. I'd particularly like to thank the Celtics office staff for their hard work and help both before and during the tournament," McHale said. "And finally I'd like to express my thanks to the Town of Brewster for its help and to the entire staff at Ocean Edge, in particular, Joe Corcoran and Jim Tobin, for making the weekend a very enjoyable one for everyone who attended."

Following the tournament, McHale conducted a one-week basketball day camp for youngsters at Ocean Edge. Camp director Flip Saunders, assistant coach at Tulsa University and a teammate of McHale's at Minnesota, gave 230 youngsters the week of their lives. In addition to McHale's daily clinics and one-on-one contests with the campers, there were a host of guest lecturers including Engler, McKenna, Sichting, KC Jones, Johnny Most, Gerald Henderson, Big John Studd and Cleveland Cav guard Ron Harper.

"Ron was truly inspirational," said McHale. "He told of how hard he was worked to overcome a severe speech impediment. He not only taught the children a lesson about persevering in basketball but about persevering in life."

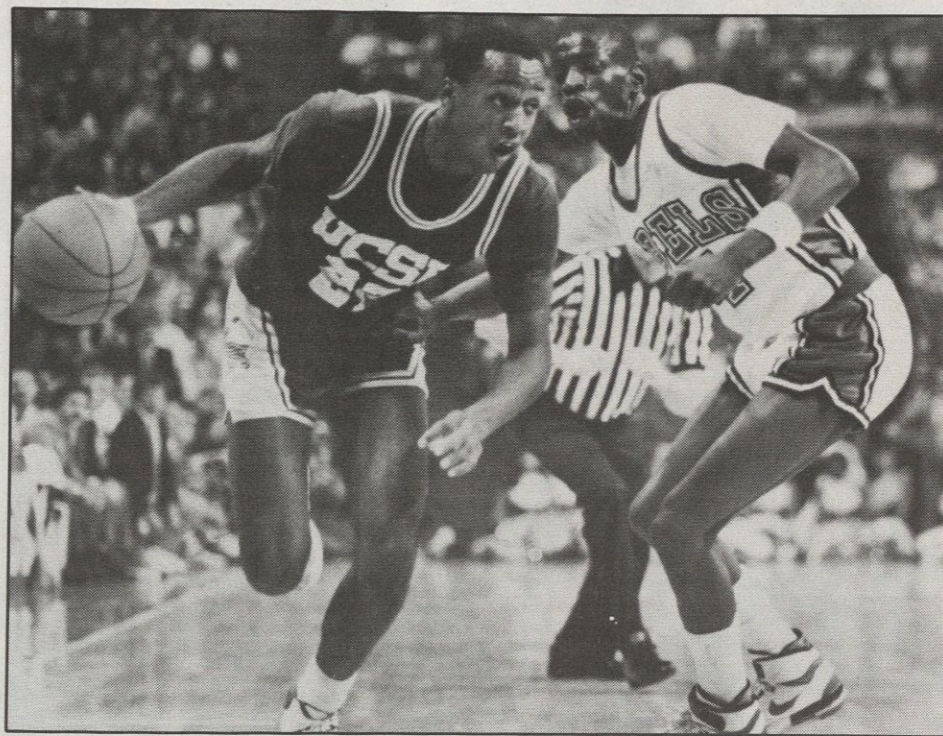
"Then he put on a dunking exhibition that you only see at the Slam Dunk contest during the All-Star break. I respect him as a player and I respect him for all he has done to be an example to youngsters in general."

The 6-11 Celtic All-Star power forward promised an even better tournament for next year. "We're already working on dates. Our goal is to raise even more money for charity next time around. I hope everyone comes back. I hope everyone enjoyed themselves. The thing I tried to keep in mind is that this tournament helps kids who weren't blessed with all the physical gifts you or I have been lucky enough to receive. If we can make improvements and raise more money next year, it'll be that much more rewarding for all the celebrities, participants and spectators. Thanks again for the support."



THE BEST DAY THEY EVER HAD

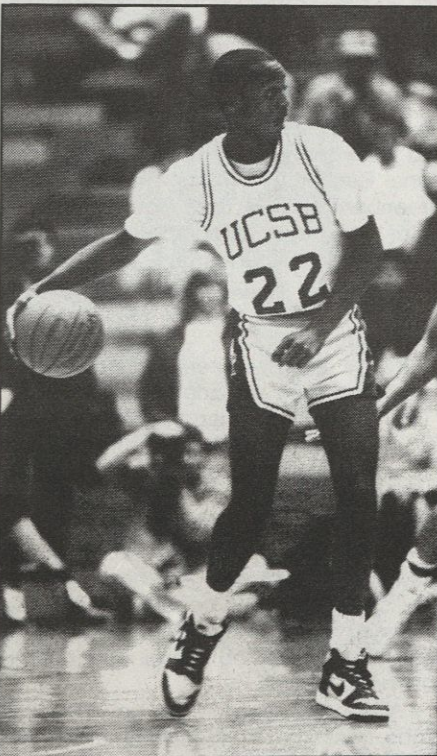
Brian Shaw's Mastery Against NC State



Brian Shaw: Great Instincts

ranked as one of the most formidable teams heading into the ACC Tournament in March, struck back for nine straight points to cut their deficit to 45 at intermission. But, a maxim of the rally in basketball came to pass: The Wolfpack had spent its energy coming back, even with the halftime break; Shaw scored six points in an 8-0 spurt to begin the second half, and the game was firmly in Santa Barbara's control. They raced to another substantial lead, weathered a Charles Schackelford (12 points-12 rebounds) rally and led by as much as 22 points en route to a 96-78 win.

"It's funny," commented a UCSB spokesman, Bill Mahoney. "So often statistics mislead. In my opinion, Brian's best game came in a contest when he only scored 9 points with 7 rebounds. That (game) was the effort he had at Nevada-



Brian Shaw: Recorded a Triple-Double

College basketball is just now entering its second decade since UCLA completely dominated the competition at the amateur level. Times and rules have changed since the Bruins' unprecedented Celtic-type control of the game in the mid-sixties through the mid-seventies when the UCLA Dynasty included ten straight championship seasons and after Bill Walton's team was beaten by David Thompson and North Carolina State in 1974, UCLA bounced back to win yet again in 1975. John Wooden's final year as Coach. Rules have opened up competition however, including limits on scholarships by any one school, limits to recruiting visits made by the athlete, and a renewed emphasis on the scholar-athlete. In addition, the quality of coaching has improved nationally, spreading the ability to win The Big Game nationwide. No school has won championships in the NCAA Tournament since the Bruins accomplished this in Walton's junior or and senior years.

If this state of affairs is cause for hope throughout the great universities in our land, then the state of California rejoices even more. Brian Shaw, from Bishop O'Dowd High School in Richmond, has participated in the resurgence of basketball at the University of California-Santa Barbara during the past two seasons. Coach Jerry Pimm, formerly the mentor at Utah, rebuilt the program since arriving in Santa Barbara (of the Pacific Coast Athletic Association) five seasons ago, and the final building block of this team's development during the last two seasons was Shaw. In 1986-87 the team had its first winning season in eleven years when they finished with a 16-13 record. Last season, UCSB leaped forward, finishing third in the PCAA with a 22-8 record overall and an at-large participant in the NCAA Tournament.

"People think California players are 'soft'" Shaw commented earlier this month. "But I think we play a much tougher game than anyone realizes." Indeed, Shaw's game has hardened considerably since his body began maturing. Five-foot-ten inches and 115 pounds in high school, Shaw has grown to 6-6 1/2 at the present time. Although statistics often don't reflect a player's true value, Shaw's development seems to have influenced his impact as a player. He began his college career at St. Mary's in California and averaged 2.9 ppg as a first-year player; a transfer and pounds and inches later, Shaw's new physical image began appearing in heretofore unpredicted places: The leading rebounder in the PCAA as a senior, a spot on the United States Olympic Team and the first round draft choice of the Boston Celtics.

A major victory along the way for Shaw and the Santa Barbara program took place last December when UCSB upended the visiting North Carolina State Wolfpack, 96-78. It marked the first win ever for the school over an ACC opponent and Shaw blazed the trail, turning in one of five college career triple-doubles: 22 points, 20 rebounds and 10 assists. It was a pre-Christmas holiday contest and Santa Barbara raced out to a 26-10 advantage. The teams played evenly for the ensuing five minutes before the Wolfpack,

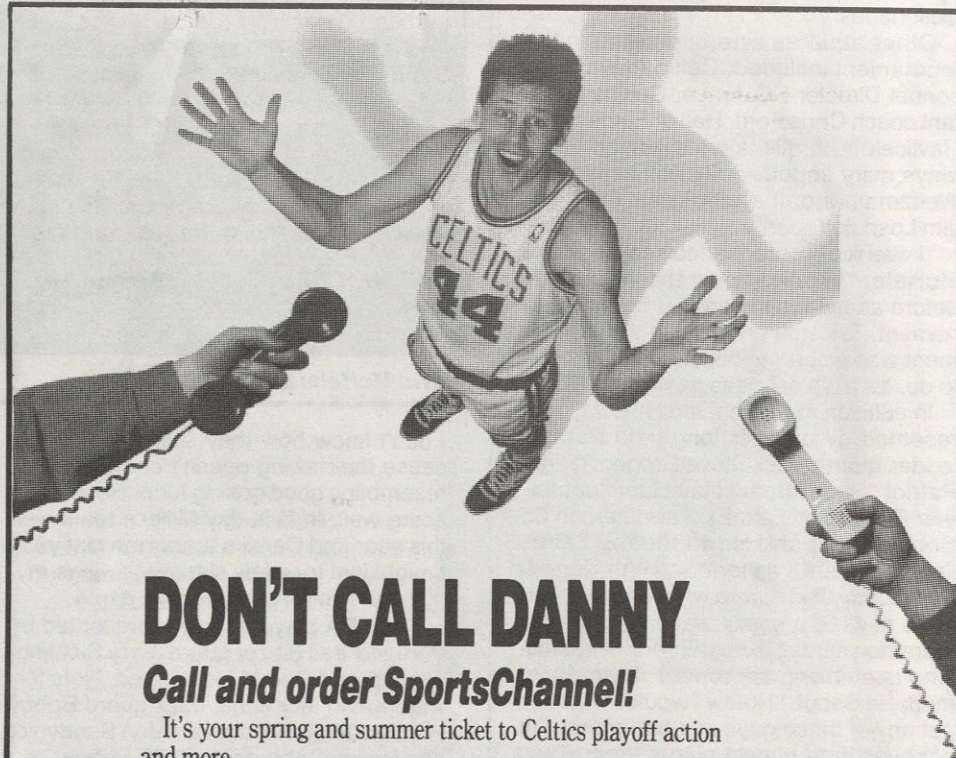
Barbara program. The school earned an NCAA bid and played well against Maryland before being eliminated in the tournament, 92-82, as Derrick Lewis overpowered the Gauchos underneath. Yet, the school's increased visibility nationally meant increased revenue and it meant that the university was more lucrative to recruits.

UCSB signed three major recruits for the upcoming campaign: Paul Johnson of Santa Barbara, who was compared to Jamaal Wilkes as the best player to come out of the city, Lucious Davis from San Jose and from Bishop O'Dowd, Kason Jackson. The School played to 95% capacity during the past season and fans are reputed to be the most boisterous in the conference, a new grouping that has succeeded to the degree that it holds its post-season tournament in The Forum. This had been accomplished on the wings of the UNLV program in recent seasons. But last season, this changed perceptibly; Utah State won the tournament and there were three representatives in the tournament.

Obviously, Brian Shaw had considerable influence on the progress of the conference, but particularly on the development of a typical program in Southern California, in the years after the UCLA Dynasty. Shaw formerly cheered for the Lakers and many compare his instincts to the boards at Guard to Magic Johnson. "But that changed," Shaw commented, "after Draft Day."

Las Vegas, when he held Gerald Paddio to 1-of-13 shooting from the floor to help us win, 62-60. That win snapped UNLV's 27-game winning streak at home."

The impact of the wins over NC State and UNLV carried considerable weight, both on and off the floor, for the Santa



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Celtics Represent the U.S. Too

It's Boston vs. Real Madrid in McDonalds Open

By Clare Martin

Reprinted from Hoop Magazine

Matadors, picadors and bulls will be replaced by basketballs, hoops and the Celtics as the second annual McDonald's Basketball Open moves to Madrid, Spain in October.

Hosted by the Real Madrid basketball club, the international tournament will take place on October 21-23. This year's field has been increased from three teams to four. Featured will be the Boston Celtics, the home team Real Madrid, Scavolini Pesaro, which was the champion of the Italian League, and the Yugoslavian National Team.

"We're excited to be bringing to Europe one of the world's most exciting teams in any sport, the Boston Celtics," said NBA Commissioner David J. Stern. "The fine sporting tradition of Real Madrid combined with the popularity of basketball in Spain make Madrid an outstanding choice as host city."

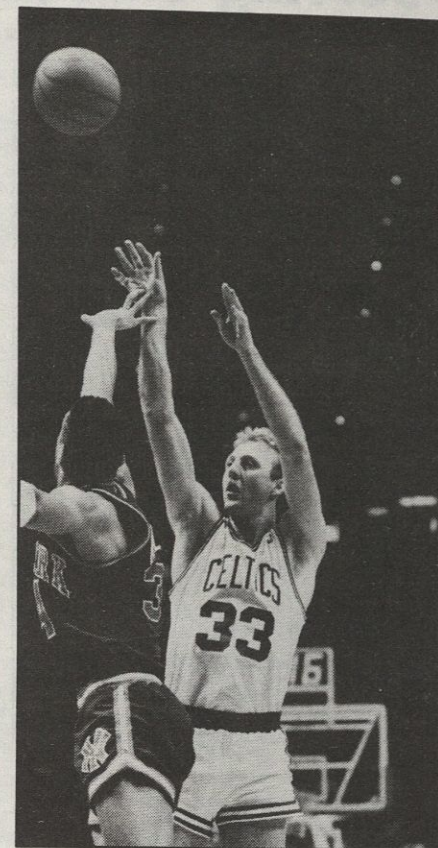
Milwaukee's MECCA Arena was the site last fall for the inaugural McDonald's Open, which set a precedent in the international basketball community as the first competition between the NBA and world class international teams. The round robin tournament, which included the host team Milwaukee Bucks, Italy's Tracer Milan and the Soviet Union's national team, resulted in a finale between the Bucks and the Soviets. The two teams played before a capacity crowd of over 11,000 in a game which Milwaukee won 127-100. The Bucks donated their first prize of \$50,000 to a pair of local charities, the Ronald McDonald Children's Charities and the Midwest Athletes Against Childhood Cancer Fund.

"The first McDonald's Basketball Open was a very important event for international basketball and a big step in the growth of the sport worldwide," said Borislav Stankovic, the Secretary General of FIBA, the Federation Internationale de Basketball and the sport's international governing body. "We're pleased to have the second tournament played in Europe and intend to build on the prestige and good will achieved in the first event."

With the Open, McDonald's is continuing its tradition and close association with sports and basketball in particular. Since 1977, McDonald's has named the top 25 high school players in the U.S. to the McDonald's All American High School Basketball Team and sponsors a high school All-Star game each spring. McDonald's also sponsors the U.S. Gymnastics Federation, the U.S. Olympic Team and the U.S. Diving Trials.

"We know that families in Europe love basketball just as much as fans in the United States," said David A. Dandurand, McDonald's Director of Sports Marketing. "We're excited to be working with Real Madrid, FIBA and the NBA to bring top basketball action to the aficionados in Europe."

The tournament marks the first time the Celtics have competed overseas as a unit and the first time an NBA team has played in a sanctioned tournament outside the United States. The Celtics are the winningest franchise in NBA history, having won over 2,300 games and captured 16 NBA World Championships in the 42



Larry Bird: Will Reign in Spain

years the league has been in existence. Boston's run of 11 championships within a span of 13 years, beginning in 1957 and ending in 1969, is considered among the greatest sports dynasties of all time.

"The NBA came to us last September to see if we'd be interested," said Celtics General Manager Jan Volk. "It sounds like an exciting opportunity for everyone. From a team point of view, it'll be very exciting to be participating in an international event, particularly in Europe. There's some implicit responsibility that goes with representing the NBA and the U.S."

The Real Madrid Basketball Club is one of the world's most successful basketball teams. Beginning with the 1950-51 season, it has won 20 Spanish Cups and 25 Spanish League Championships and captured the Spanish League title in six of the past nine seasons.

In international competition, Real Madrid has been equally successful, winning the International Christmas Tournament 14 times, the European Cup for Champions seven times, the International Cup three times, as well as several other international competitions.

The 1987-88 Real Madrid team was captained by Juan Antonion Corbalan, a 6-1 guard who has played 177 games with the Spanish National Team and is a six-time European All-Star. Corbalan and Real Madrid teammates Fernando Martin (who played 24 games for the Portland Trail Blazers in 1986-87), José Luis Llorente and Fernando Romay were members of the Spanish team that won the Olympic silver medal at Los Angeles in 1984. Other players include Americans Brad Branson (Southern Methodist) and Wendell Alexis (Syracuse).

Scavolini Pesaro, led by former Boston Celtic player Darren Daye and Walter Magnifico, a member of the Italian National Team, upset defending champion Tracer Milan three games to one in the



Jan Volk: Excited about the Trip.

best-of-five Italian Basketball Championships to gain its invitation to the Open. Pesaro is located on the east coast of Italy, about 200 miles south of Venice, and is known for having great fisheries and being the home of Urbino University, which is one of the oldest in Europe, and the birth place of composer Gioacchino Rossini.

Real Madrid President Ramon Mendoza has announced that this year's

McDonald's Open is being hosted in honor of Raimundo Saporta, Vice President of Real Madrid and President of FIBA's Commission for International Organizations.

Two doubleheaders will be played, one on Friday, October 21 and the other on Sunday, October 23. The winners of the first double-header will play for the championship on the second day, while the losers will play for third place. The tournament will be held at the Palacio Deportes, Real Madrid's home court (10,985 capacity) and the site of the 1986 FIBA World Championships.

Prize money totalling \$115,000 (U.S. dollars) will be awarded, with \$40,000 to the winner, \$30,000 to the runnerup, \$25,000 for third place and \$20,000 for the fourth place team.

The final game of the tournament will be televised live in the United States by ABC Sports on Sunday, October 23, beginning at 3:30 p.m., Eastern time. TBS will televise at least two other games of the competition to the U.S., and it is expected that over 50 other countries will view the tournament on television.

"Someday this might develop into the World Cup of basketball," said Rick Welts, the NBA's Vice President of Communications. "We're interested in getting more teams involved. We'd like more geographical access as well and may someday have qualifying tournaments. We're definitely looking down the road to grow in a lot of ways."

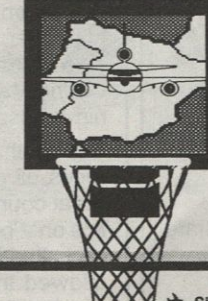
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